

I'M THINKING OF
GETTING INTO THE
STRATEGIC PLANNING
GAME.



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IF I UNDERSTAND THE
JOB DESCRIPTION, YOU
BASICALLY HALLUCINATE
ABOUT THE FUTURE AND
THEN SOMETHING
DIFFERENT HAPPENS.



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YOU ALSO
HAVE TO
PRETEND
IT'S USEFUL.



REALLY?
THAT
SOUNDS
HARD.



(18)



(33)



(35)



(41)

OLSWANG

(41)



SHAKESPEARES

(51)

SMART & BIGGAR

Intellectual Property & Technology Law

UK Legal Market

- ▣ CAD \$60b = 7% of global
- ▣ 12,000 firms - 200 firms = 55% of market
- ▣ 127,000 lawyers - 66% in private practice
- ▣ Alternative Business Structures
- ▣ Jan 2016 = Competition Enquiry

\$500m

+ Slater Gordon
Lawyers

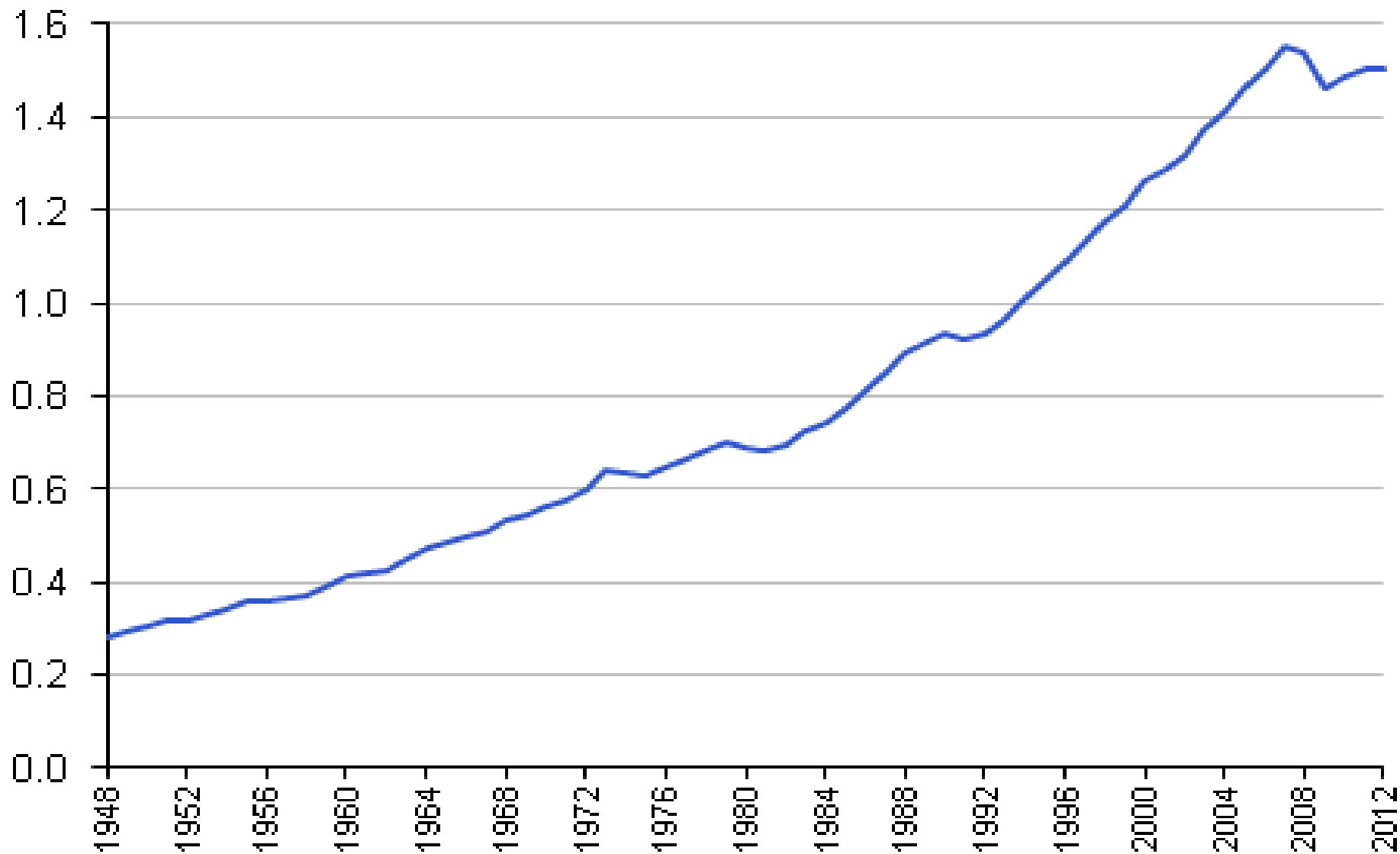
\$240m

parabis
Innovative Solutions

\$150m

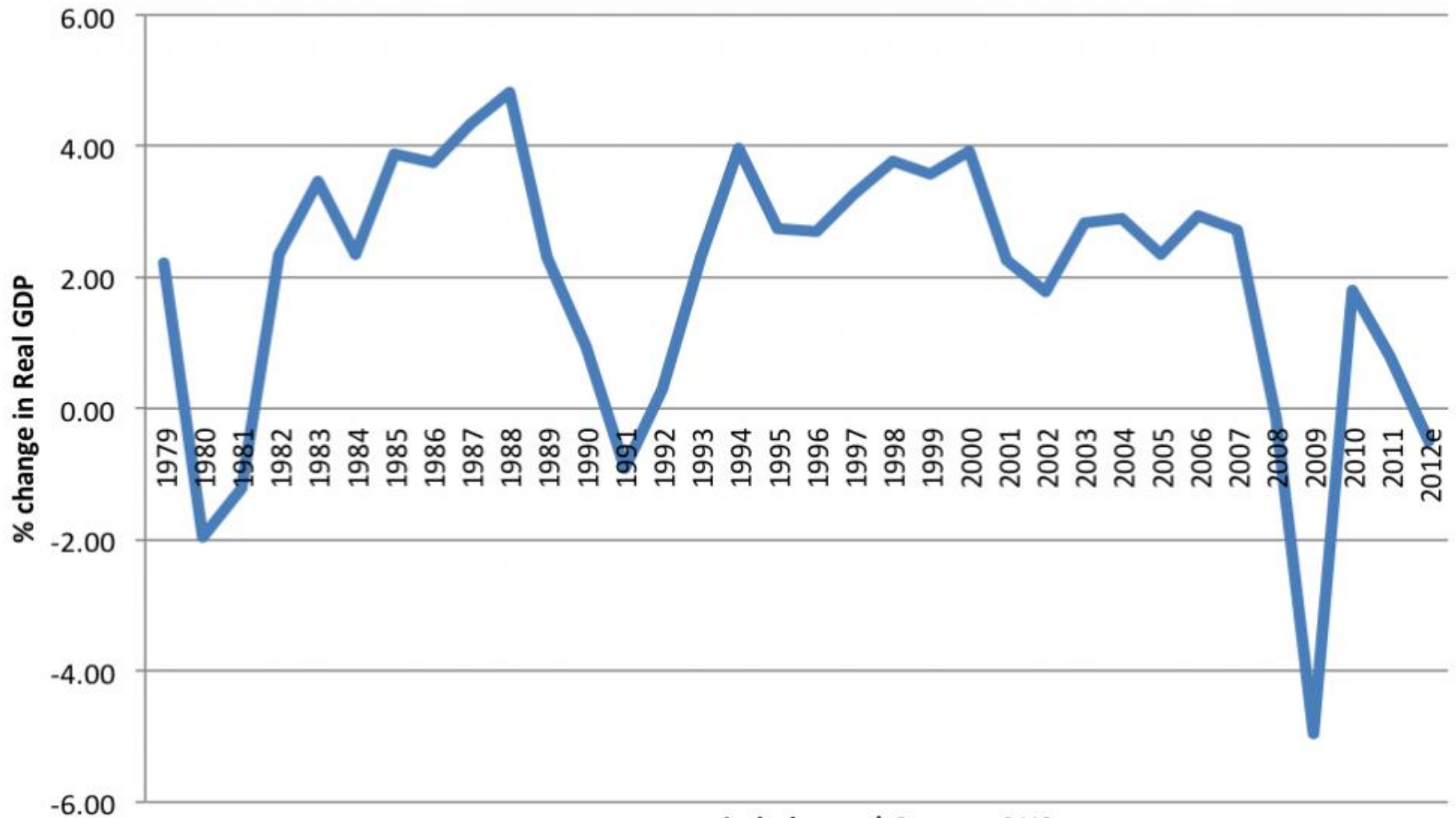
◆ Gateley Plc

£ trillion



7th October 2008

UK Economic Growth



www.economicshelp.org | Source: ONS

7th October 2008

Competitors

Profits



Processes

Regulators



Clients

- What are they buying?
- At what price?
- Supply / demand ?

Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves. ~ *Steve Jobs*

Clients

- ▣ PwC
- ▣ Local Authorities
- ▣ Consolidators
- ▣ Procurement
- ▣ Lawyers on Demand





Partners

- Age
- Entitlement
- Stuck

“The answer for firms is not just to prune their pyramid by a further five or more percent but to comprehensively and methodically re-examine their business model so that it is fit for purpose in the new environment”

– *Tony Williams – ex MP Clifford Chance*



Staff

- Debt
- Career limits
- In-house
- Flexible Options

“Always treat your employees exactly as you want them to treat your best customers.”
-Stephen R. Covey



Leaders

- Haze into clarity
- Thankless
- Under to above

The leadership team and the partners can also often find themselves singing from different song sheets, and the fragmented results almost always have an adverse effect on morale – *Nick Jarrett-Kerr, UK Legal Consultant*



Firm

- Club or Business?
- DNA or culture?
- Shareholders?

95% of managing partners of top 200 UK law firms predict massive consolidation of the legal market in the next two years - *Paul Philip, CEO, Solicitors Regulatory Authority*

Reflections - Canada Legal Market

- ▣ Dangerous
- ▣ IP / Canada
- ▣ Fascinating & Lucrative
- ▣ Vulnerable
- ▣ Opportunity

Success is stumbling from
failure to failure with no loss
of enthusiasm.

Winston Churchill