



Sally **King**

Culture and Capability Advisor
Business Development Strategist
Speaker. Panellist. Mentor





Speaker

Sally speaks on building culture and capability in organisations to develop business.

Sally's years of experience leading business development in law firms, combined with her passion for understanding the systemic and psychodynamic aspects of business development, gives her a unique insight into building capability and culture in the area of business development in organisations.

Sally shares her research and real life stories with audiences with good humour and provides practical examples as case studies from her own experience to illustrate points. Sally's sessions are experiential and fun.

Sally's Sessions

- 1. The Marketer's Guide to Law Firms.** How to build bridges between fee earners and fee burners in your firm.
- 2. Finder, Grinder, Minder, Binder and Miner** - what makes business development work in law firms? What is the expectation of business development in law firms, and does the legal sector need a structured business development curriculum to fill the gap not met by universities?
- 3. What aids business development in law firms and what hinders it?** What the research shows - and is an integrated system of profitability the answer for your firm to improve results?



The Marketer's Guide to Law Firms - how to build bridges between fee earners and fee burners in your firm.

Sally works with leaders to build better business development cultures and capability in law firms.

Business development is the heart and soul of any law firm, but too often the relationship between lawyers and marketers is given insufficient attention. When problems arise, as they inevitably do, unproductive relationships can ensue which impacts teamwork and whole of firm results.

Does it have to be this way?

In this session you will explore the different way lawyers and marketers think, as well as the culture and structure of law firms.

This session will help you understand what makes both lawyers and law firms tick.

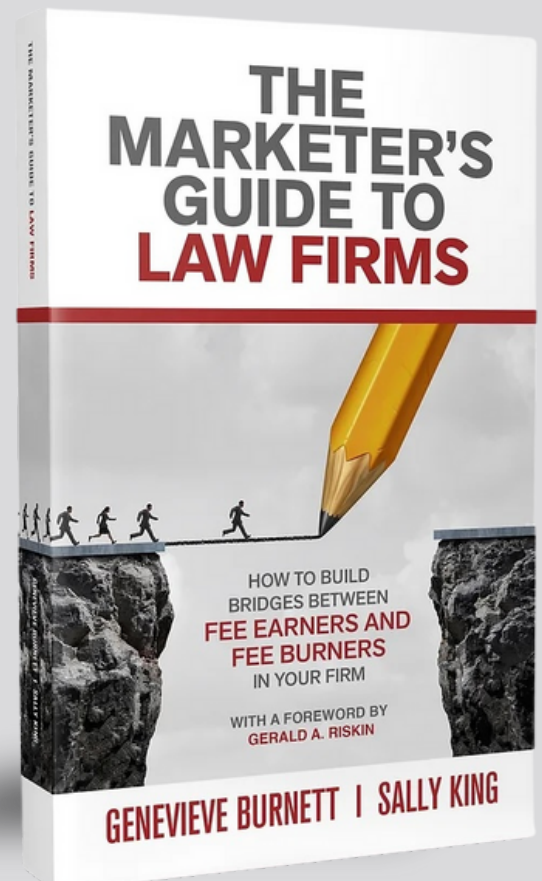
Sally will provide you with an analytical framework to build, or design, more productive relationships between lawyers and marketers in your firm for better strategic outcomes.

Who might benefit from attending?

- Marketers & Lawyers
- Law firm leaders
- Managing Partners
- Chief Executive Officers
- Board Members
- Chief Marketing Officers
- Chief Operating Officers



Sally makes building better business development cultures easy to understand and do.



Finder, Grinder, Minder, Binder and Miner - what makes business development work in law firms?

What is the expectation of business development in law firms, and does the legal sector need a structured business development curriculum to fill the gap not met by universities?

This session is based on the outcomes of Sally's action research.

In this session you will explore the systemic gap that exists between the commercial nature of law versus the idealised version being taught in law schools, and how this impacts business development outcomes.

Most lawyers join law firms without any training in business development, yet are expected to undertake, direct and supervise business development as their careers progress.

Sally's research shows that a lack of structured information about how to undertake business development leads to unspoken, and often unrealised, feelings of anxiety and isolation about the business development task among lawyers.

The session draws on interviews and themes from work role drawings produced by research participants in relation to how they feel about undertaking business development.

From this presentation you will:

- Gain an understanding of the need for a structured approach to business development. the reasons why, and how to go about it.
- Check in with your own beliefs about business development complexity, and your leadership capability to lead business development in your firm.
- Understand how to move people in your law firm to a position of confidence about undertaking business development in a way that moves the whole firm forward.

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What aids business development in law firms and what hinders it what the research shows - is an integrated system of profitability the answer for your firm?

Increased profitability is the goal of most law firms, yet how often do law firm leaders step back and analyse the business development system and processes they rely on to get there?

In this session Sally will walk you through one easy way to quickly evaluate the strengths and weaknesses of your firm's business development approach using her Integrated System of Profitability (ISoP) model.

Supporting Sally's ISoP model are two tools to help you think about how you structure your business development investment. The first is a 7-level business development system, that can be adapted to suit your firm's resource profile. The second is a one-page business development planning system. Both help you manage your business development investment, and track progress of campaigns, initiatives and follow-up with teams.

This session is for those who are looking to organise, or re-organise, their business development and set up strong foundations, or do a quick revamp of what's already in place.

This session would also be suitable for law firm firm leaders who are yet to establish any real system for business development in their firm and are keen to start. Also for those leaders who have a strategy day on the horizon.



Mentoring & Coaching

In my experience it can be very helpful to get perspective on your role when you work in a law firm.

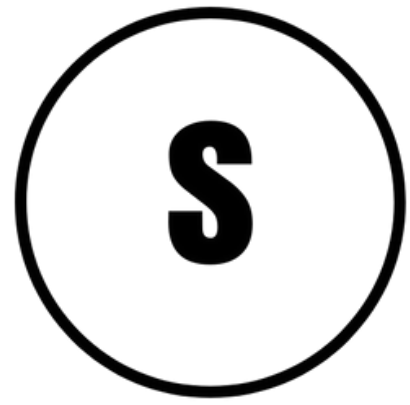
Assessing your leadership strengths and development opportunities using a '360 degree' data driven feedback model can help you professionally and personally.

Another way to take stock of your leadership role is through Organisational Role Analysis (ORA). This approach helps you to see the connection between your work role and the strategic aim of the business, and can provide clarity.

Both these approaches have benefits for people who work in complex systems such as law firms. You can use them separately or in conjunction with one another. Both enable you to see what might be really going on for you. This information can then support you to take the steps you need to continually improve, in a way that's right for you.

Depending on which approach you take you will either undertake a 6 session ORA process with me online or face-to-face. Or complete a 360 degree Leadership Circle profile and debrief, with follow up coaching if you choose. Or both, depending on choice and need.

For teams, a Collective Leadership Assessment (CLA) is available. A CLA can really help transform team effectiveness by highlighting gaps between existing leadership capability and the desired state. The CLA is based on data provided by team members. The CLA also benchmarks your team against The Leadership Circle's global benchmarks.



Coaching has really helped me gain perspective and clarity in all my leadership roles. I believe it can do the same for you.





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Sally **King**

Enquiries

Please reach out to discuss booking Sally to speak at your next event

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