



ArmstrongWatson®
Accountants, Business & Financial Advisers
A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

North West
1 February 2023



ArmstrongWatson®
Accountants, Business & Financial Advisers



Legal Sector Breakfast Briefing

Welcome

Alex Holt, Chief Revenue Officer
The Cashroom





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A track record of providing solutions to the legal profession

Legal Sector Breakfast Briefing

Introduction

Dougie Russell, Accounting Partner
Armstrong Watson



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Legal Sector Breakfast Briefing

- 10:00 - Welcome
- 10:05 - Briefing
- 11:00 - Q & A
- 11:30 - Close



Becoming a heroic professional

1 FEBRUARY 2023



Forbes

Growth Stories: A New League Table Hails Fast-Growing U.K. Businesses



Charlotte Quince, co-founder of FEBE FEBE



CELEBRATING BRITAIN'S
GREATEST ENTREPRENEURS



CELEBRATE • LEAD • INSPIRE • CHANGE




WE CELEBRATE INCREDIBLE LEADERS TO
INSPIRE OUR READERS TO DRIVE
CHANGE AND ACHIEVE SUCCESS



DELOITTE'S GLOBAL CHAIR ON
BREAKING THE GLASS CEILING AND
THE IMPACT OF IMPOSTER SYNDROME

SHARON THORNE - GLOBAL CHAIR,
DELOITTE



MERGING TWO FIRMS ISN'T EASY.
HERE'S HOW WE DO IT...

DAVID BEECH, CEO, KNIGHTS PLC



'THE UK LAW INDUSTRY SHOULD
STOP COVERING IT'S A**E. IT'S TIME
TO BE BOLD'

ALICE STEPHENSON, FOUNDER & CEO,
STEPHENSON LAW

Content

Consulting



STOMACH-CHURNING, CHEEK-RIPPLING GROWTH



WE'LL BEAT AGEISM AND MAKE AGEING COOL



DATA CREATIVITY IS THE NEW NIRVANA



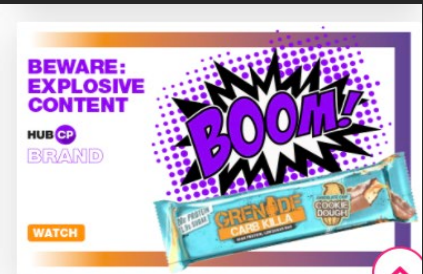
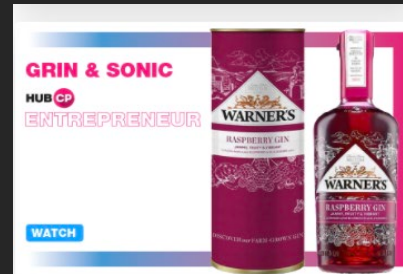
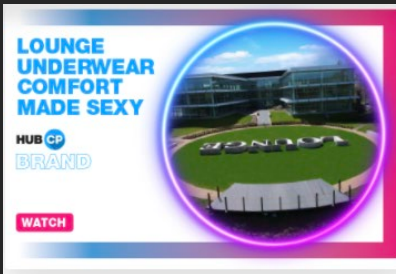
SIX ESSENTIAL PIECES OF ADVICE



PAUL RICHARDSON



JULIET BARRATT





Partner Academy has truly been a gamechanger for me.

Emma Queen - Director, Fortus



100 reasons not to



1 reason to

A hand holding a black marker is writing the phrase "Attitude is Everything" in a cursive, handwritten style on a white surface, likely a whiteboard. The text is arranged in two lines: "Attitude is" on the top line and "Everything" on the bottom line. The hand is positioned on the right side of the frame, with the marker tip touching the end of the word "Everything".

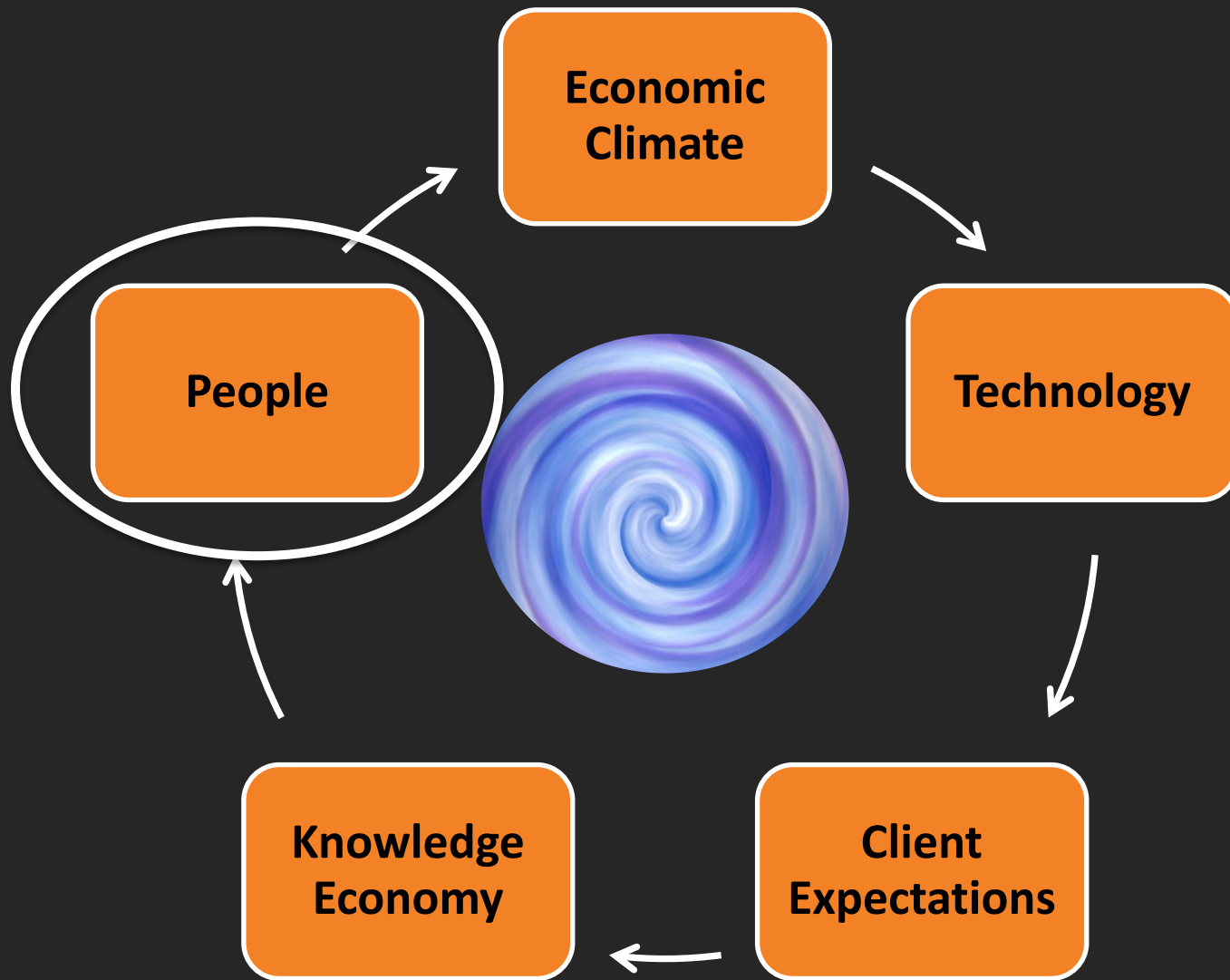
Attitude is
Everything

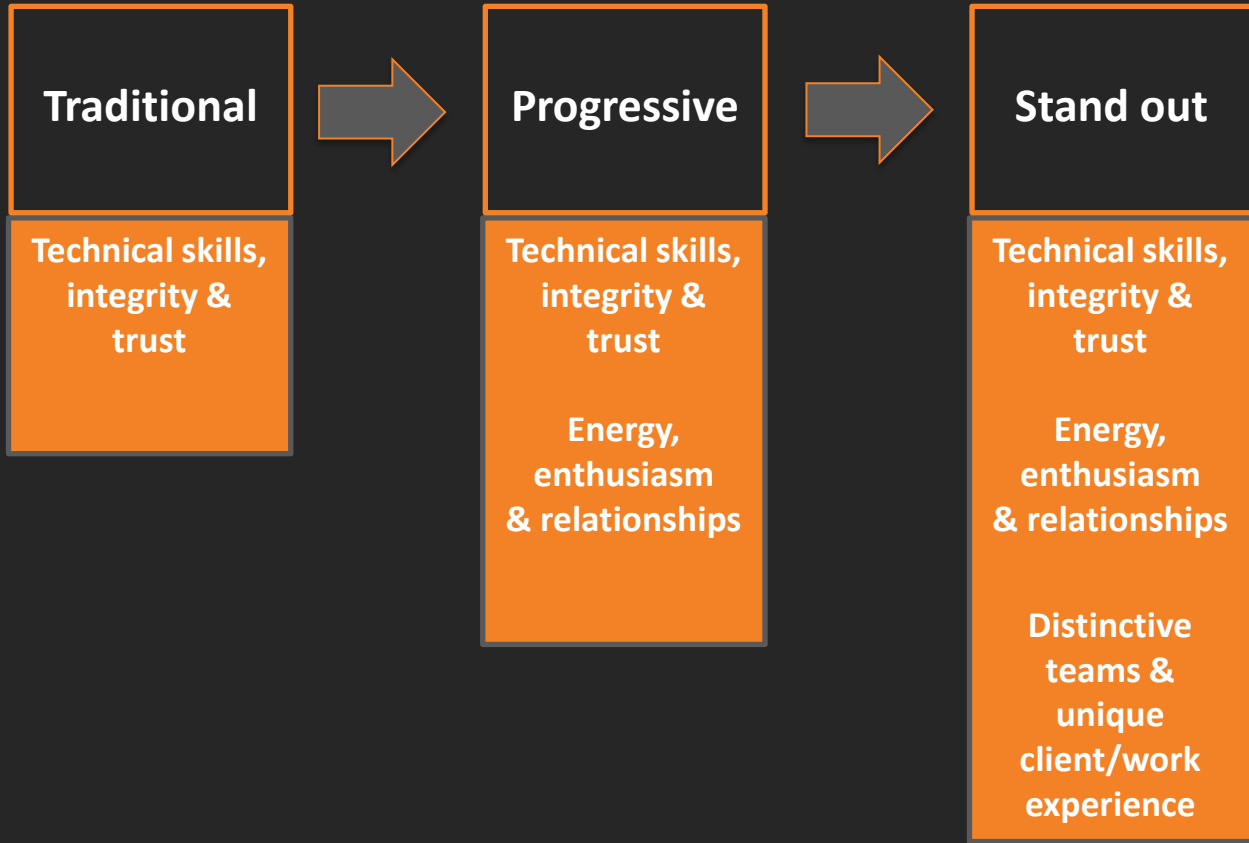
T F A = Results











£



Culture



Engagement



Growth

Growth



Engagement



Culture



£

An **engaged employee** is **87%**
less likely to leave their organization
= reduced employee **turnover costs** and
greater productivity

High workplace engagement
contributes to a **20%** increase in sales

Highly engaged employees
contribute to a **21%** greater profitability

FAMOUS



What do you want to be **famous for**?
What is your **one word** encounter?

THE SUNDAY TIMES

100

**BEST
COMPANIES
TO WORK FOR**

Certified



®

Corporation



Corporate Innovation/Interview/

Tech can make the legal sector better for women

Forbes ADVISOR



Blue blooded

Red Blooded

One Word Encounter



Blue Blooded **One Word Encounter** **Red Blooded**

REASSURED

OPTIMISTIC

SATISFIED

CONFIDENT

HOPEFUL

STIMULATED

IMPRESSED

THRILLED

EAGER

ENGAGED

ENTHUSED

EXCITED

CONVINCED

INSPIRED

Blue Blooded

Red Blooded

One Word Encounter



ENERGISED

Why do you do what you do?

How do you achieve it?

What do you do?



Jo Fairley
Founder, Green & Black's

Have you got **soul**?

Today's customers are drawn to businesses with **stories**, which set out to **change the world** in some way; no matter how big or small.

Substance Values Story

Crowd of **similar-looking outfits** with **no clear differentiator**

A close-up, high-contrast portrait of a man's face, focusing on his eyes and nose. The lighting is dramatic, highlighting the texture of his skin and the intensity of his gaze. The background is dark and out of focus.

The human race just got faster.
2:01:09

 Just do it.

How do you create a killer first impression?

Five successful entrepreneurs give their insight into the top 6 things they look for when meeting advisers for the first time...

1. Hone the clarity of your **message**
2. Cultivate your **digital profile**
3. Avoid the **hard sell**
4. Show you **care**
5. Be **memorable**
6. Be **genuine** and dress accordingly





cliché



Proactive



Responsive



Pragmatic, solutions focussed



Integrity



Passionate



Trusted adviser



Our people = the difference



Big enough to cope...



Entrepreneurial



Forward thinking

How do you create a killer first impression?

Five successful entrepreneurs give their insight into the top 6 things they look for when meeting advisers for the first time...

1. ~~Hone the clarity of your message~~
2. Cultivate your digital profile
3. Avoid the hard sell
4. Show you care
5. Be memorable
6. Be genuine and dress accordingly



Broadcasting your brand





John Maffioli · You

Founder at FEBE.com - For Entrepreneurs, By Entrepreneurs & Growth 1...
2w · Edited · 🌐

This is Brie Read, the epic founder of tights and hosiery retailer **Snag**. In only 4 years she's built her turnover to £23m at a whopping 2 year growth rate of 152% 🚀 entering the **FEBE Growth 100** at number 11 🏆.

The online retailer has diversified into leggings, T-shirts, skirts and swimwear and has more than 2m customers in 90 countries and is now eyeing expansion in America ✨

One of the many things I think is so cool about this business is its incredibly loyal group of customers who are called 'Snaglers' 😊 who feel a huge connection to the brand.

For Entrepreneurs, By Entrepreneurs - Celebrating our nation's greatest dare-to-doers 🙌

[#business](#) [#growth](#) [#founders](#)

   Matt Crumpler and 294 others

31 comments · 4 reposts

Reactions



Like



Comment



Repost



Send



24,380 impressions

[View analytics](#)



60% of consumers feel positive after reading content on a website

By 2023, customers will manage 85% of their relationships without talking to a single human

B2B professionals who use blogs receive 67% more leads than those who don't

Articles with images get 94% more views

Professionals who have prioritised blogging are 13 times more likely to enjoy positive return on investment

Sources: Hubspot, Yahoo & Content Plus



5 clichés you need to stop using...

FYI. We need to touch base and reach out. Basically, it's time to jump off the cliché bandwagon and throw off the shackles of the...

[Read More...](#)



Head of Marketing & Business Development at [redacted]

Yesterday

Hi [redacted] thank you very much for liking my update, really appreciated. It would be very nice to up for a coffee in the future. Many thanks, John

9:01 AM

Hi John interesting article thanks. Are you London based? I'm at our offices in St Paul's every week so coffee would be good at some point. Email is

[redacted]

Best

[redacted]

9:06 AM

That's great - we're based in London. I've just emailed you as it would be very nice to meet for coffee. Speak soon, John



Partner Academy has truly been a gamechanger for me.

Emma Queen - Director, Fortus



www.partneracademy.co.uk



Legal Sector Breakfast Briefing

Questions & Conclusion

Philip Royle, Relationship Director
Barclays Bank Plc

Andy Poole
Corporate Finance Partner - Legal Sector
Armstrong Watson

M: 07828 857830

Twitter: @AW_AndyPoole

E: andy.poole@armstrongwatson.co.uk

Douglas Russell
Accounting Partner
Armstrong Watson

E: douglas.russell@armstrongwatson.co.uk

Fairview House, Victoria Place, Carlisle CA1 1HP

T: 01228 690200

F: 01228 690201

www.armstrongwatson.co.uk/legalsector



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