

Legal Sector Breakfast Briefing

18 January 2023

Legal Sector Breakfast Briefing

Welcome & Introduction

Andy Poole, Legal Sector Partner
Armstrong Watson

Legal Sector Breakfast Briefing

10:00 - Welcome

10:05 - Briefing

11:00 - Q & A

11:30 - Close



Becoming a heroic professional

18 January 2023







HOW I BUILT A BUSINESS WITH BABY SPICE

EMMA BUNTON & CHRISTOPHER MONEY
CO-FOUNDERS - KIT & KIN



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

A silhouette of a person standing on a rock, holding a flag on a pole. The person is facing right, and the flag is waving. The background is a gradient of light blue and white, suggesting a bright sky or sunrise. The person and rock are dark against the lighter background.

WE HELP GREAT PEOPLE ACHIEVE GREAT THINGS
TAKE A LOOK AT OUR SERVICES PAGE TO SEE HOW WE CAN HELP YOU

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

**LOUNGE
UNDERWEAR
COMFORT
MADE SEXY**

HUB CP
BRAND

WATCH

**JENNY CAMPBELL
WHITE-HOT
TAKES FROM
EX-DRAGON**

HUB CP
ENTREPRENEUR

WATCH

GRIN & SONIC

HUB CP
ENTREPRENEUR

WATCH

**BEWARE:
EXPLOSIVE
CONTENT**

HUB CP
BRAND

WATCH





Partner Academy has truly been a gamechanger for me.

Emma Queen - Director, Fortus



100 reasons not to



1 reason to

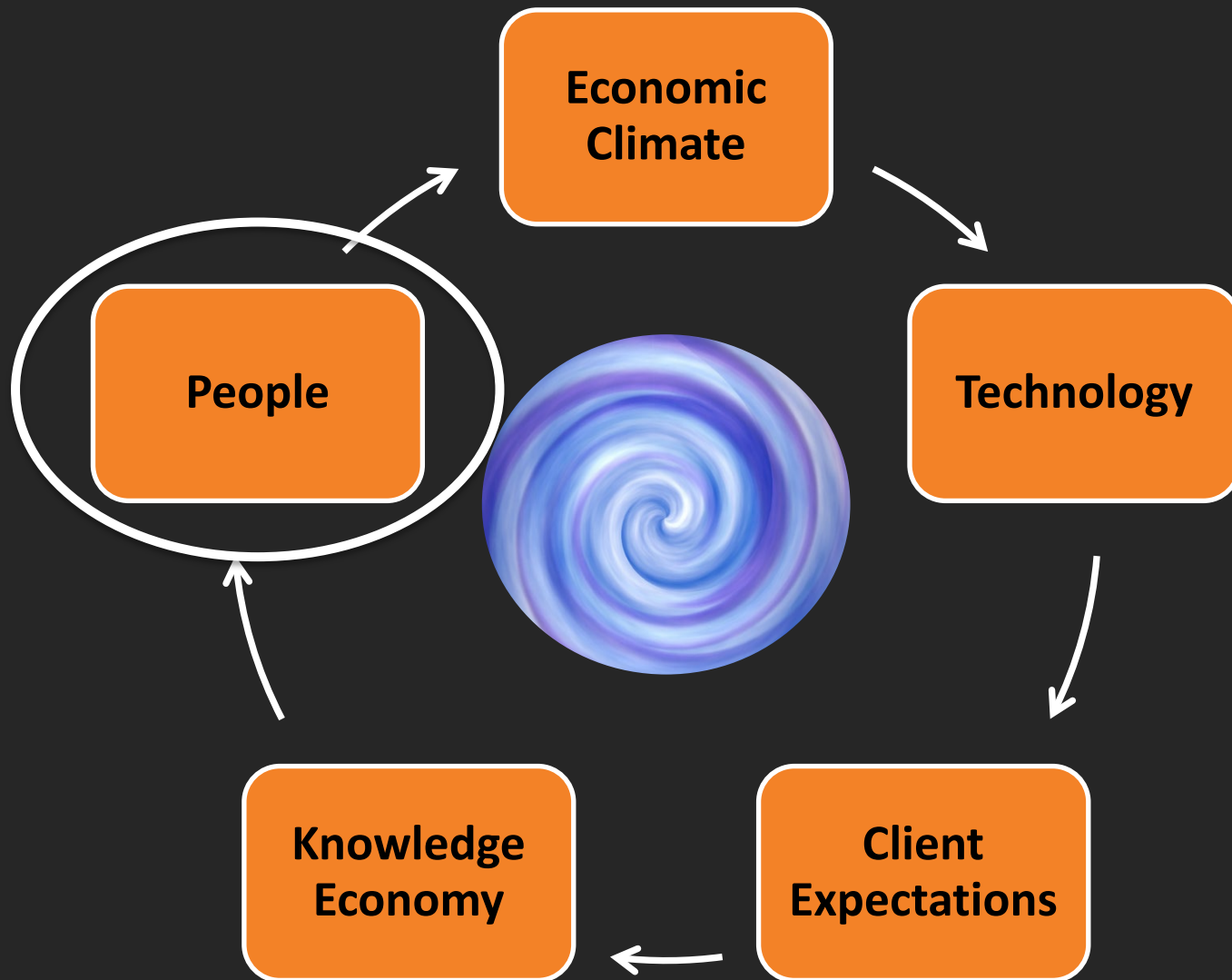


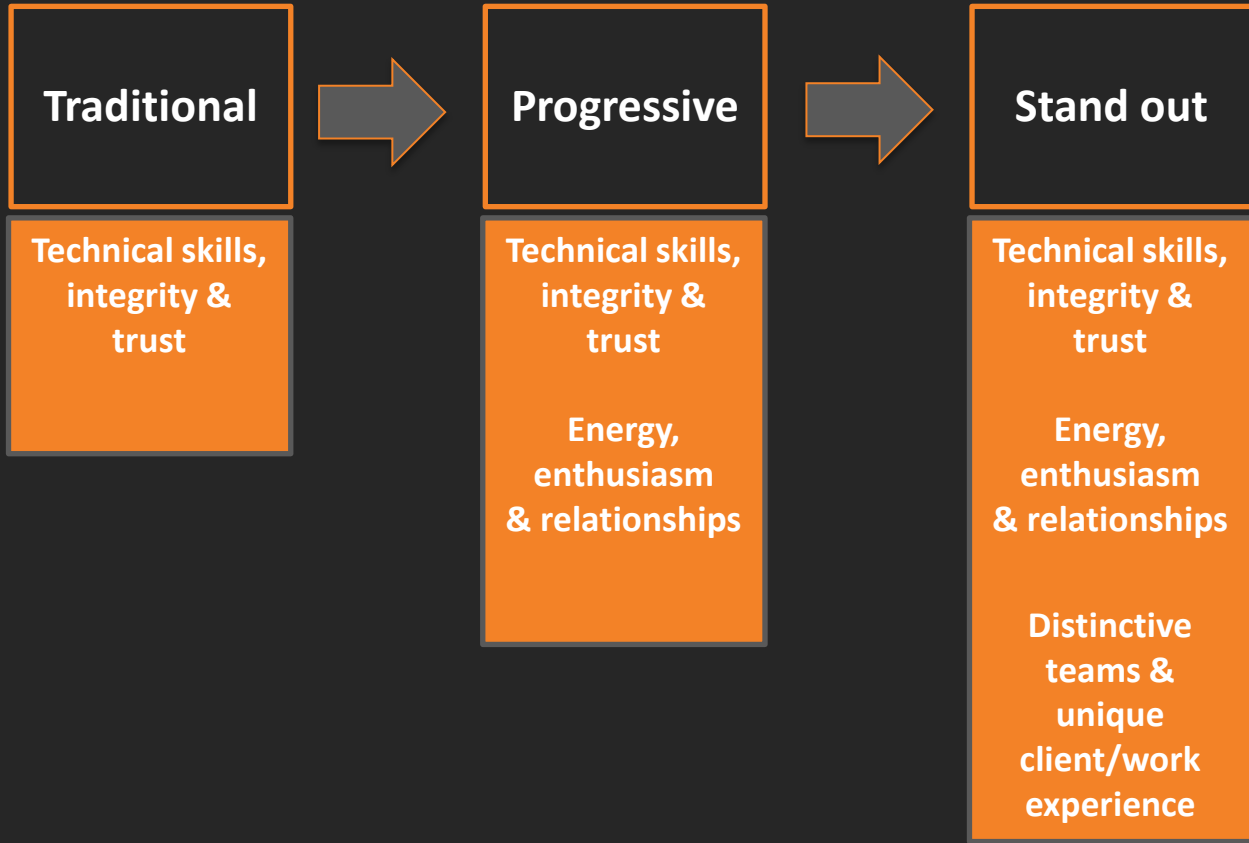
T F A = Results











£



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



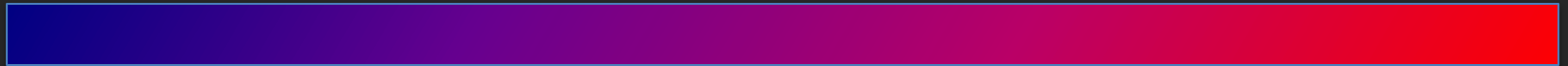
Blue Blooded **One Word Encounter** **Red Blooded**

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 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.

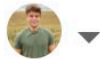
For Entrepreneurs, By Entrepreneurs - Celebrating our nation's greatest dare-to-doers 🙌

[#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

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Questions and Conclusion

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