



**ArmstrongWatson<sup>®</sup>**  
Accountants, Business & Financial Advisers  
A track record of providing solutions to the legal profession

# Legal Sector Breakfast Briefing

## Yorkshire

### 22 February 2023



**ArmstrongWatson<sup>®</sup>**  
Accountants, Business & Financial Advisers



DERE  
STREET  
BARRISTERS

**ArmstrongWatson®**  
Accountants, Business & Financial Advisers  
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# Legal Sector Breakfast Briefing

## Welcome

Andy Gray, Senior Civil Clerk  
Dere Street Barristers



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# Legal Sector Breakfast Briefing

## Introduction

Tom Blandford, Legal Sector Audit Partner  
Armstrong Watson

# Legal Sector Breakfast Briefing

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



# **Becoming a heroic professional**

**22 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**



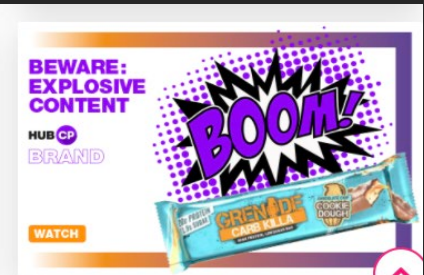
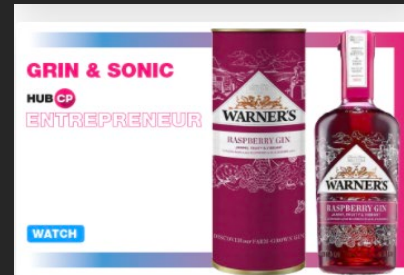
**SIX ESSENTIAL PIECES OF  
ADVICE**



**PAUL RICHARDSON**



**JULIET BARRATT**





**Partner Academy has truly been a gamechanger for me.**

Emma Queen - Director, Fortus





**100** reasons not to



**1** reason to





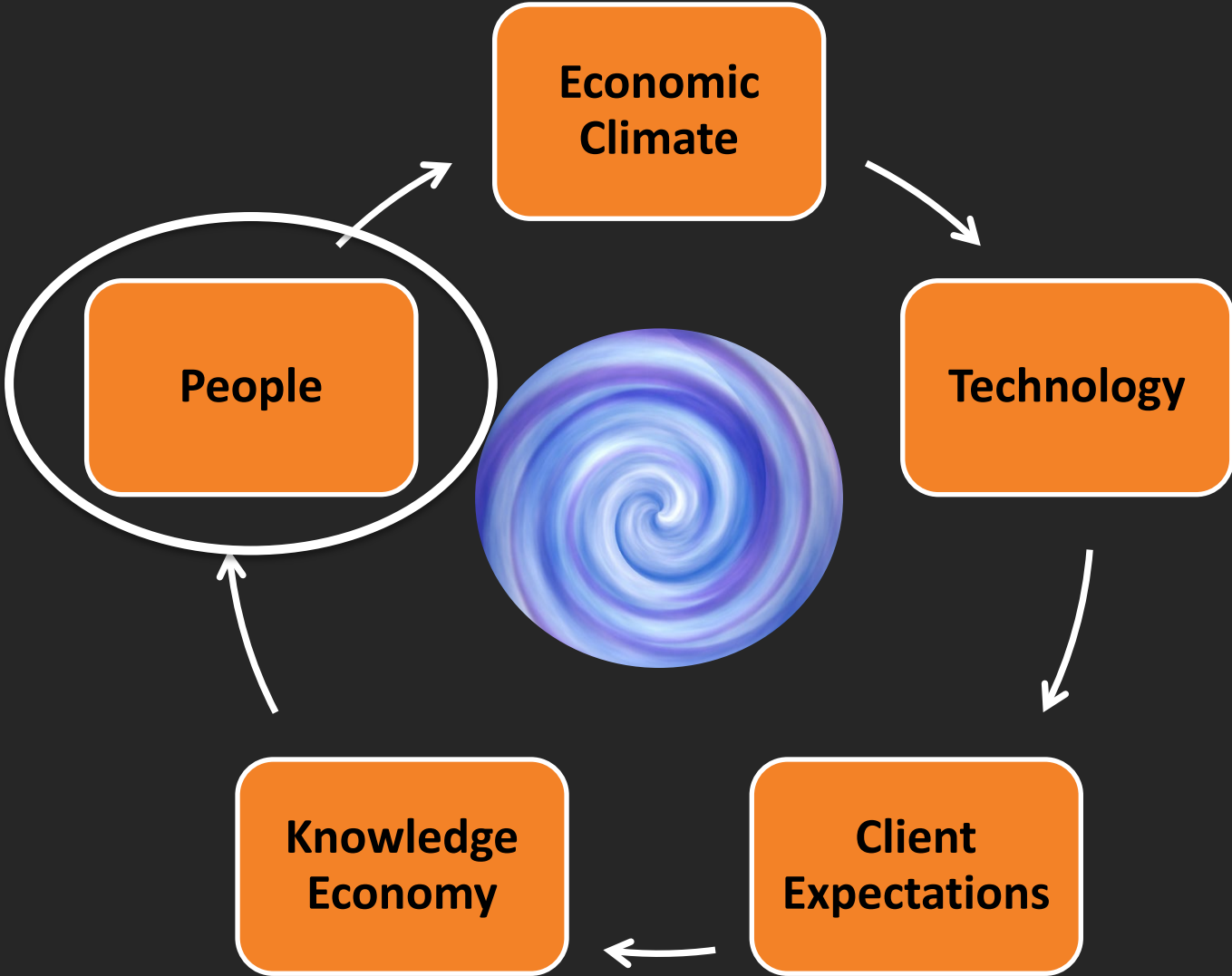
**T F A = Results**

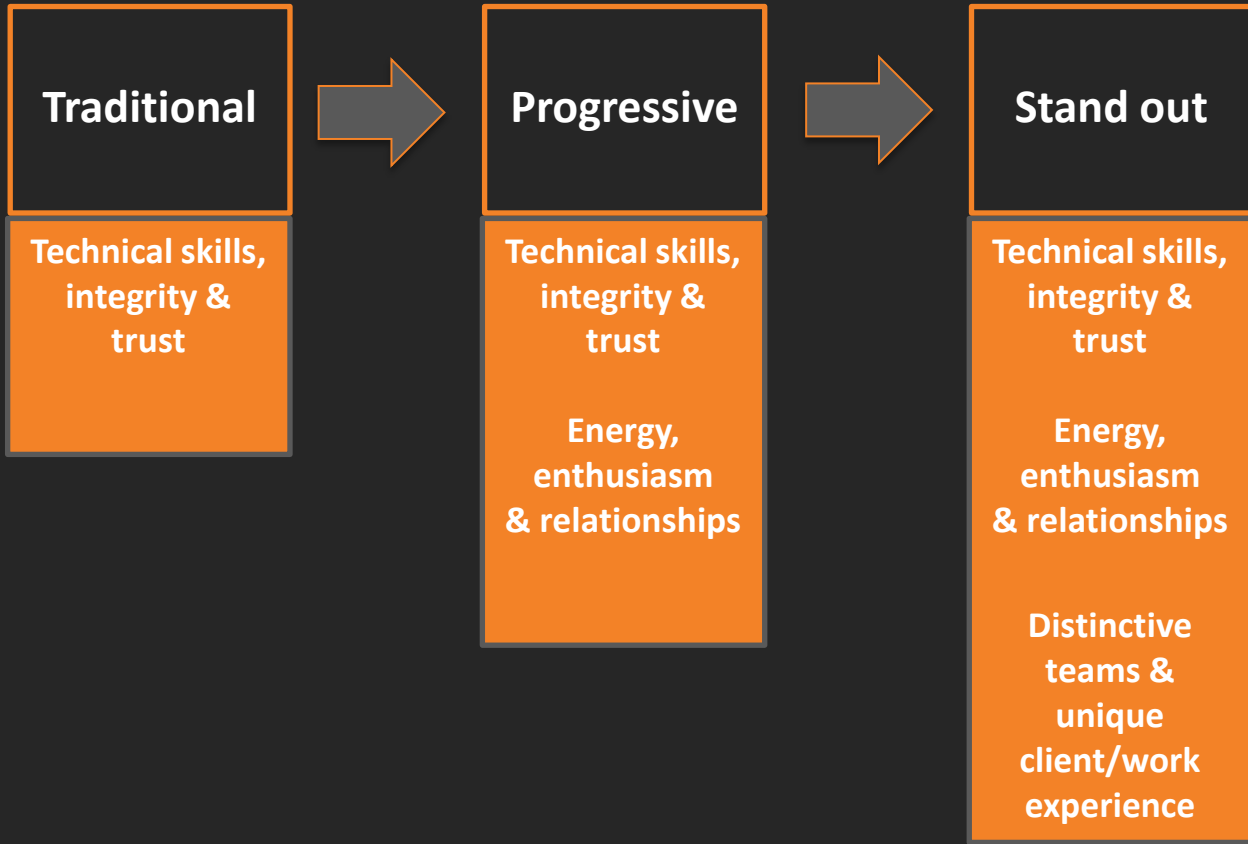














£



**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

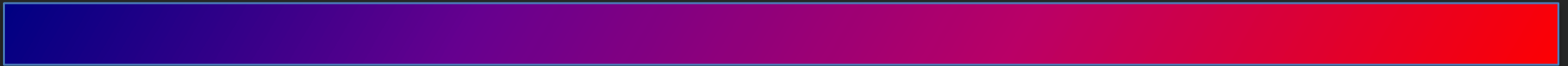
CONVINCED

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 text is overlaid in the center of the image.

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

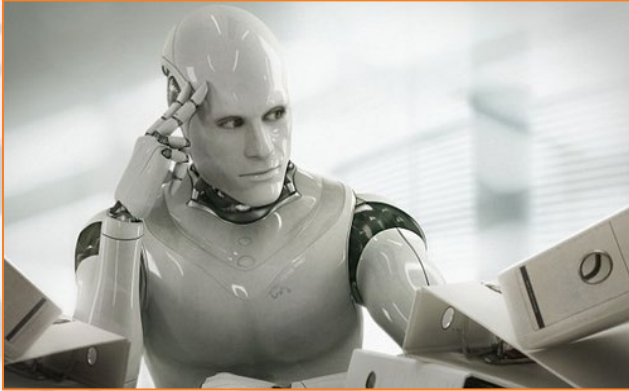
 Just do it.

## 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](http://www.partneracademy.co.uk)

# Legal Sector Breakfast Briefing

Q&A and Conclusion

Paul Varley, Area Director  
Lloyds Bank

# Tom Blandford

## Legal Sector Audit Partner

### Armstrong Watson

Third Floor, 10 South Parade, Leeds, LS1 5QS

T: 0113 2211 300

F: 0113 2211 301

M: 07793 621951

E: [tom.blandford@armstrongwatson.co.uk](mailto:tom.blandford@armstrongwatson.co.uk)

[www.armstrongwatson.co.uk/legalsector](http://www.armstrongwatson.co.uk/legalsector)



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