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Case Study – HELPING A MAJOR FIRM CREATE REAL VALUE FOR A PRIORITY CLIENT SEGMENT

The Firm

Irwin Mitchell is one of the biggest law firms in the UK with 15 offices and over 2500 staff. It has grown strongly in recent times via both acquisition and organic growth.

The Business Problem

The firm is very keen to maintain and enhance its relationships with General Counsel and in-house legal departments. To this end it runs a specific in-house legal programme, aiming to provide support and useful insight to a community of over 2000 in-house lawyers. However it wanted to generate additional value and provide some insights which were not available elsewhere.

The Solution

A “thought leadership” programme was defined in partnership between Irwin Mitchell and Thriving. We built a research programme which focused on “the in-house legal team of 2025”, identifying what issues would impact future in-house teams and the key challenges they needed to face and overcome. The scope of this went above and beyond pure legal issues and concentrated on how in-house legal teams would drive real benefit to their businesses, together with the leadership, behaviours, structures and capabilities needed. The outputs were useful to GCs and other leaders and managers of in-house teams, not least in sharing success stories but also identifying key skills and behaviour gaps. Around 120 in-house legal participants took part either in in-depth interviews or providing online feedback.

The Benefits

The result have formed a bedrock of an engagement programme with GCs and have been communicated via seminars and discussion groups. They are also being used in PR and to provide website content. Because Thriving was able not only to summarise the key issues and findings, but also provide recommendation on how Irwin Mitchell could utilise this insight to enhance its own service and proposition to in-house legal teams, it has also helped refine the firm’s engagement with them. One example is the provision of best practice diagnostics that in-house teams can use to benchmark their own progress against the requirements of 2025.

Client comment

“My priorities are all around to be how to be much more innovative with the aim of winning and servicing new and profitable business. Robin really understands the project and what the results tell us. Lots of clients are asking us to come up with new ideas. For any new piece of relevant work, as a starting point it is very likely indeed that we would approach Robin with the idea in the first instance.”