



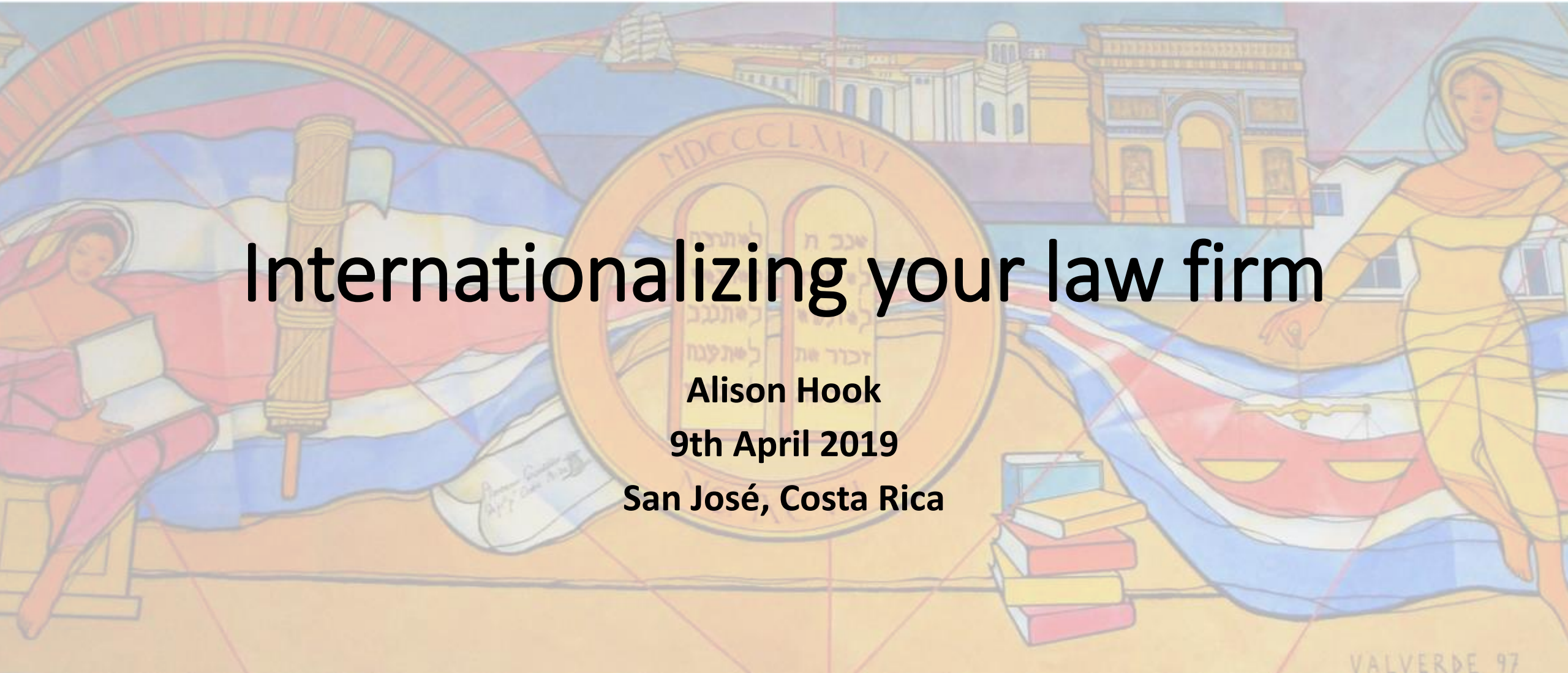
GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

Internationalizing your law firm

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San José, Costa Rica





Six steps to internationalizing your law firm

Part 1: Ask yourself three questions:

1. What is my market?
2. What is my “offer”? What makes it different?
3. What do the clients I want to serve, really want?

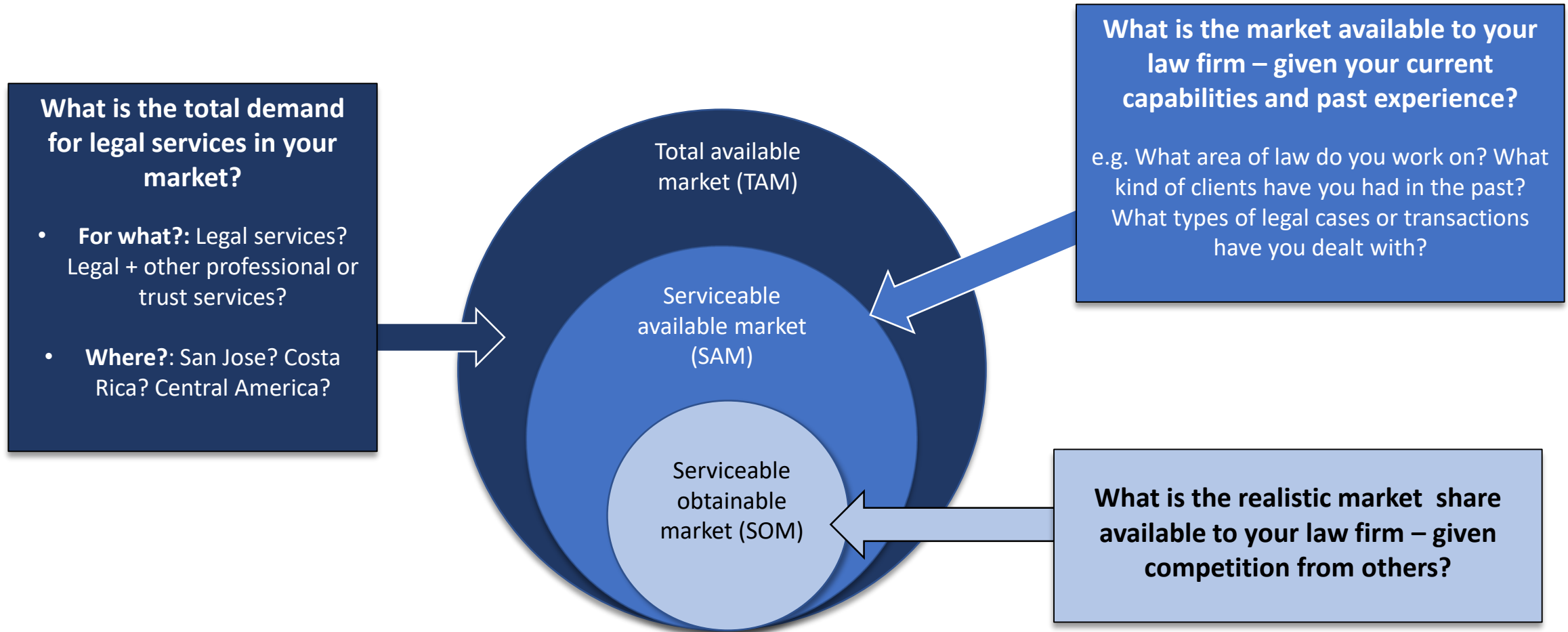
Part 2: Take three decisions:

4. What is my international growth strategy?
5. How do I want to position myself in the market?
6. How will I reach new potential clients?



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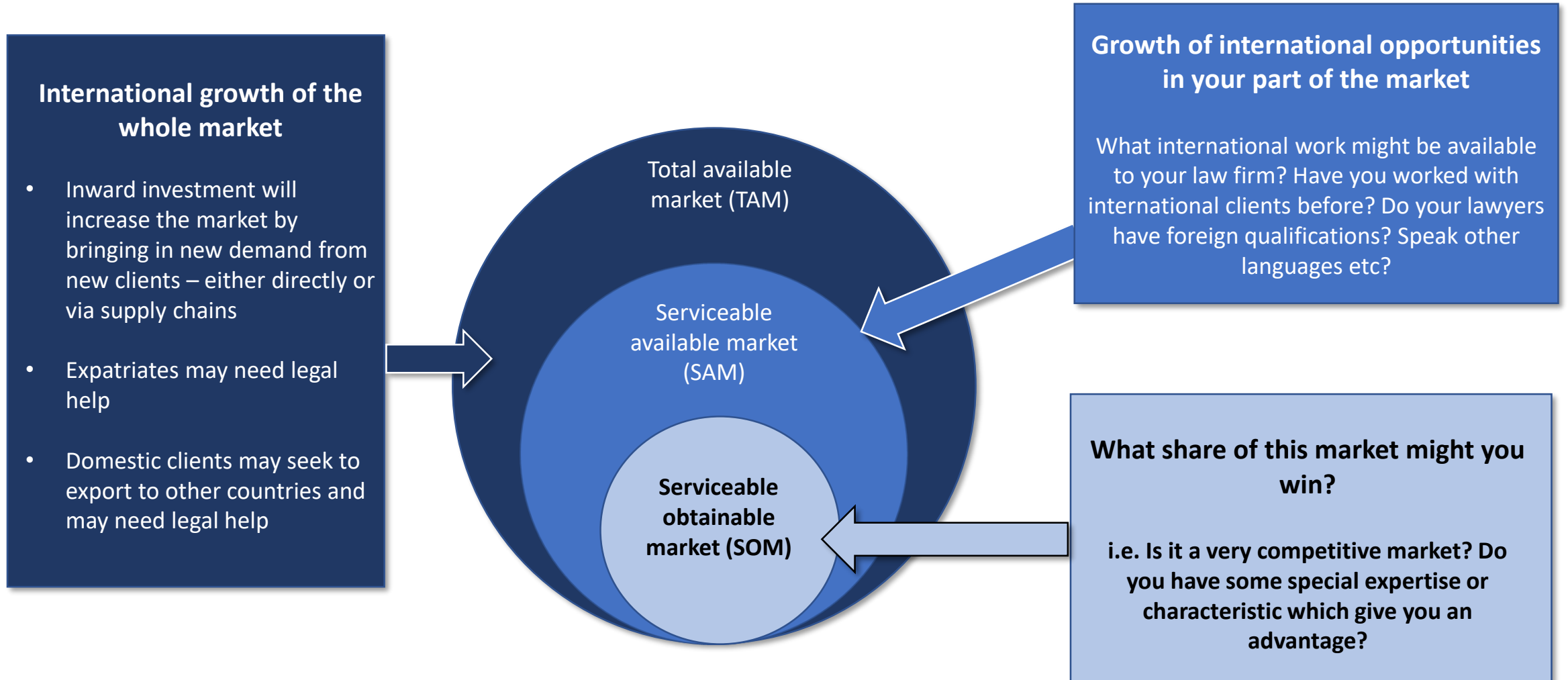
Step 1: Understand your market..





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How does this relate to internationalising your law practice?





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Step 2: Understand Your Offer ...to international clients



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What do you do?

e.g. “The go-to firm for specialist advice in real estate; energy and natural resources; and financial and banking sectors”.

“We are a leading UK Law Firm with expertise in Business Crime, Commercial Litigation, Civil Fraud, Corporate Compliance and Asset Tracing & Recovery”

What do you charge?

Are you expensive, cheap or middle of the road?

Can you offer fixed fees for certain types of work?

Is your billing transparent?

How do you deliver your services?

Regular communication with clients – information, regular updates

Thinking around the problem

Appropriate staffing – right skillsets deployed consistently



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Step 3: Understand what your target international clients want



Gain their trust

Find proxies for trust – e.g. Similar past experience, referral from trusted adviser or collaborator etc.

What are you doing to build an ongoing relationship?

Understand their needs

What is it that international clients are ultimately after? Think around the problem. Understand their sector and business.

What are the benefits you are offering a client? (e.g. Risk management, a one-stop solution to regional expansion)

Meet expectations

An international client or referral partner will take it for granted that you to know the law. Be competent, efficient and consistent

The basic features of your service (e.g. legal advice on M&A in Costa Rica)



Step 4: Decide on your strategy for international growth?

Can you provide international services to existing clients?

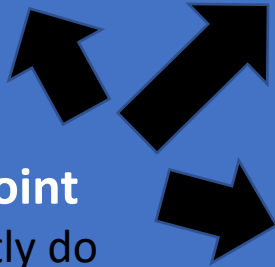
How are your existing clients affected by globalisation? Are they expanding abroad? Or merging internationally?

Develop new services to sell to new clients

A big challenge – there may be easier ways to grow more quickly

Your starting point
What you currently do and who you do it for?

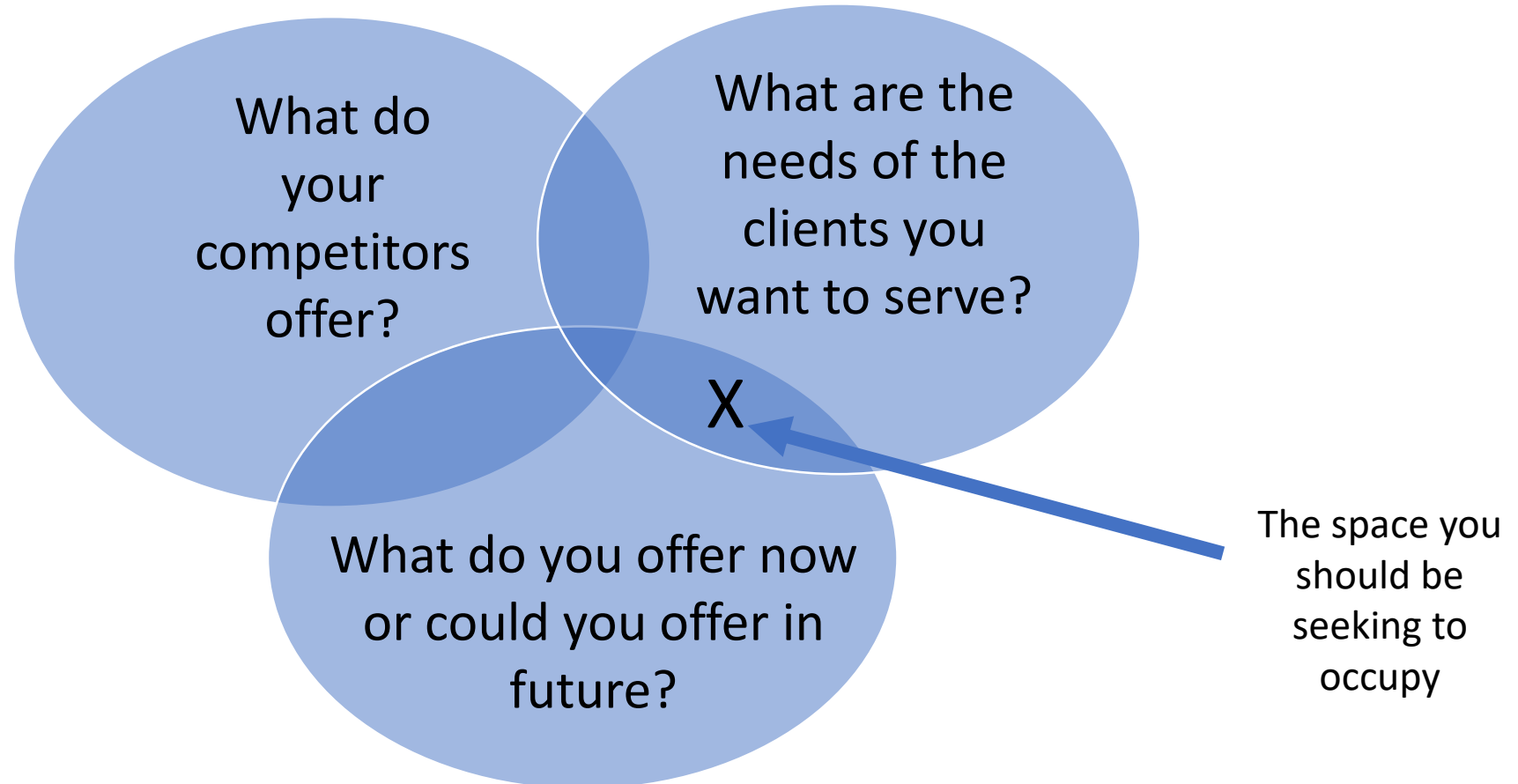
Can you provide your existing services to new international clients?





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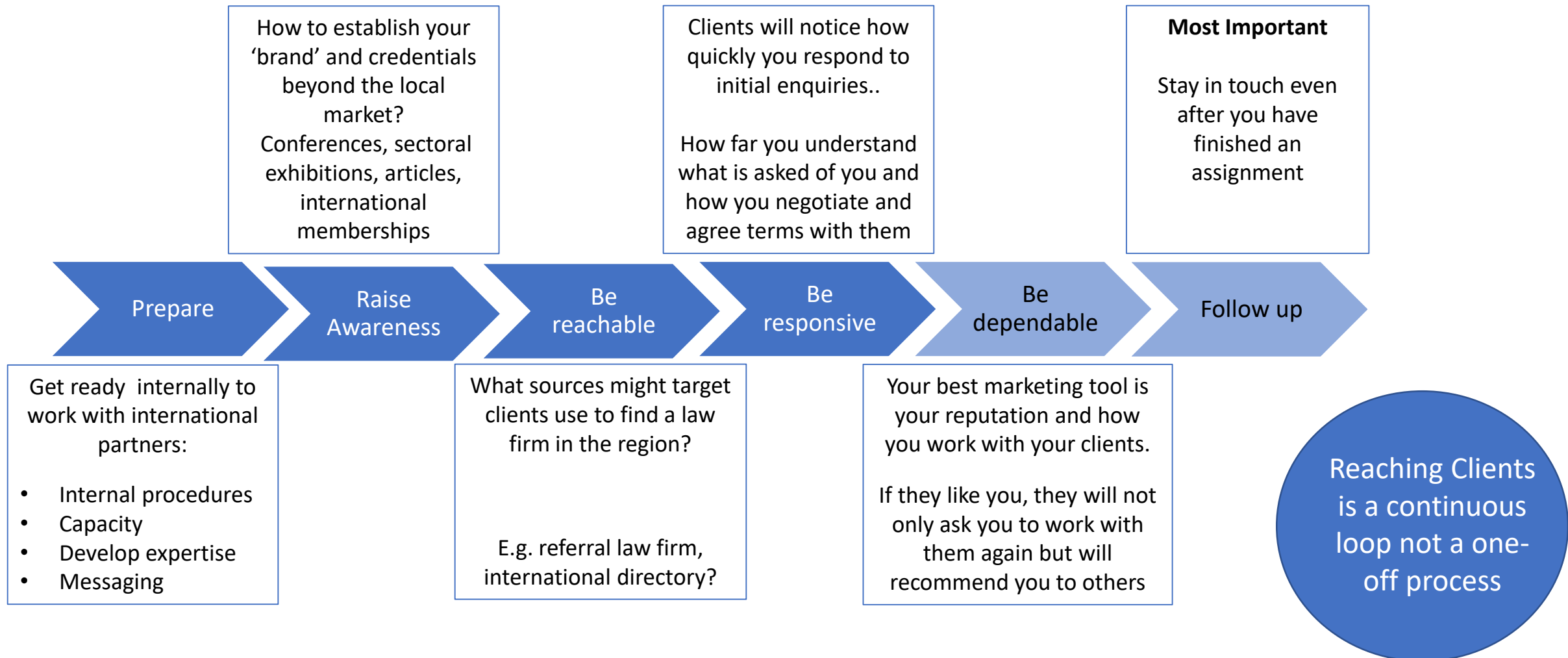
Step 5: Decide on your Market Positioning





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Step 6: Reaching clients – to win new business





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Conclusions

- Developing your business is an ongoing task
- Start by asking yourself the three questions:
 - What is my market?
 - What is my offer?
 - Who are my clients and what do they need?
- Then make three decisions:
 - How do I want to/can I grow my business internationally?
 - How will I position my law firm/practice?
 - How will I reach my potential clients

GOOD LUCK!