



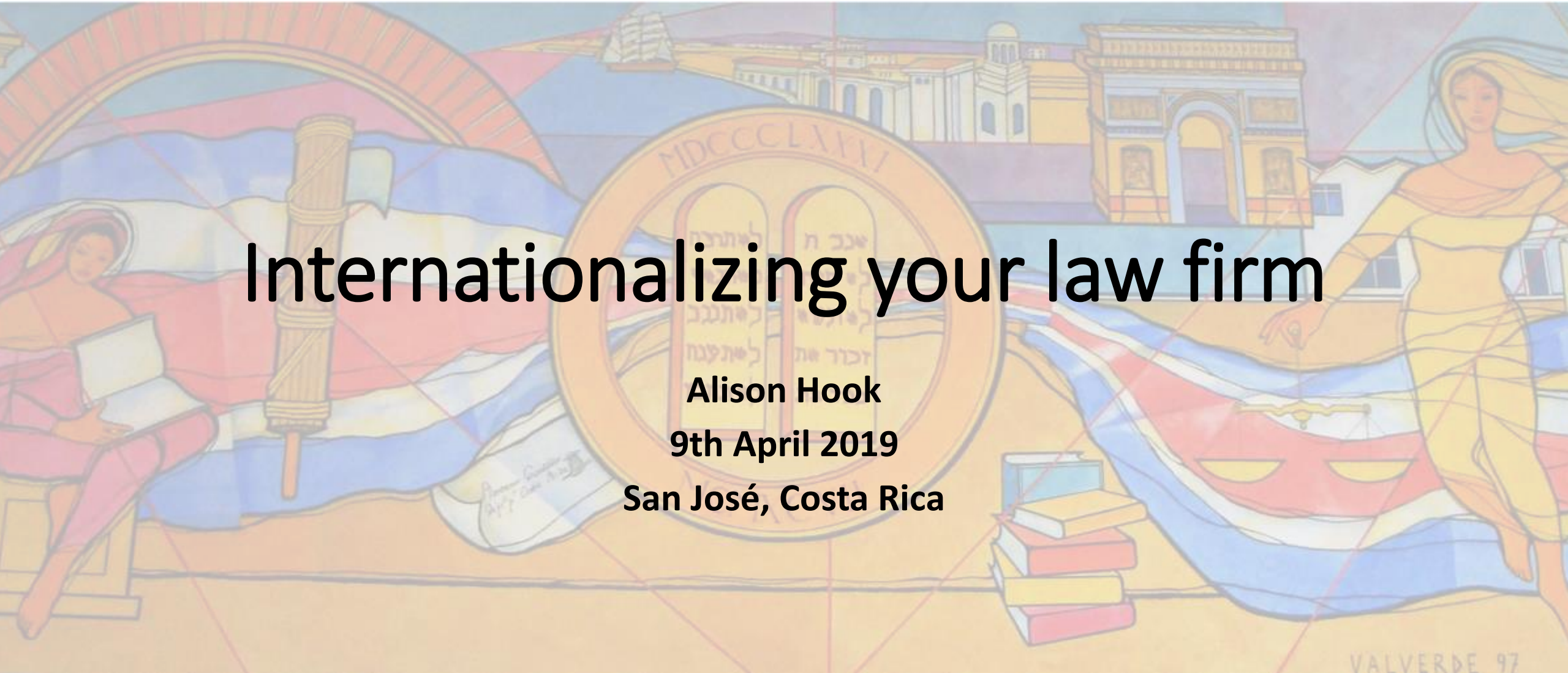
## **GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES**

# **Internationalizing your law firm**

**Alison Hook**

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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?

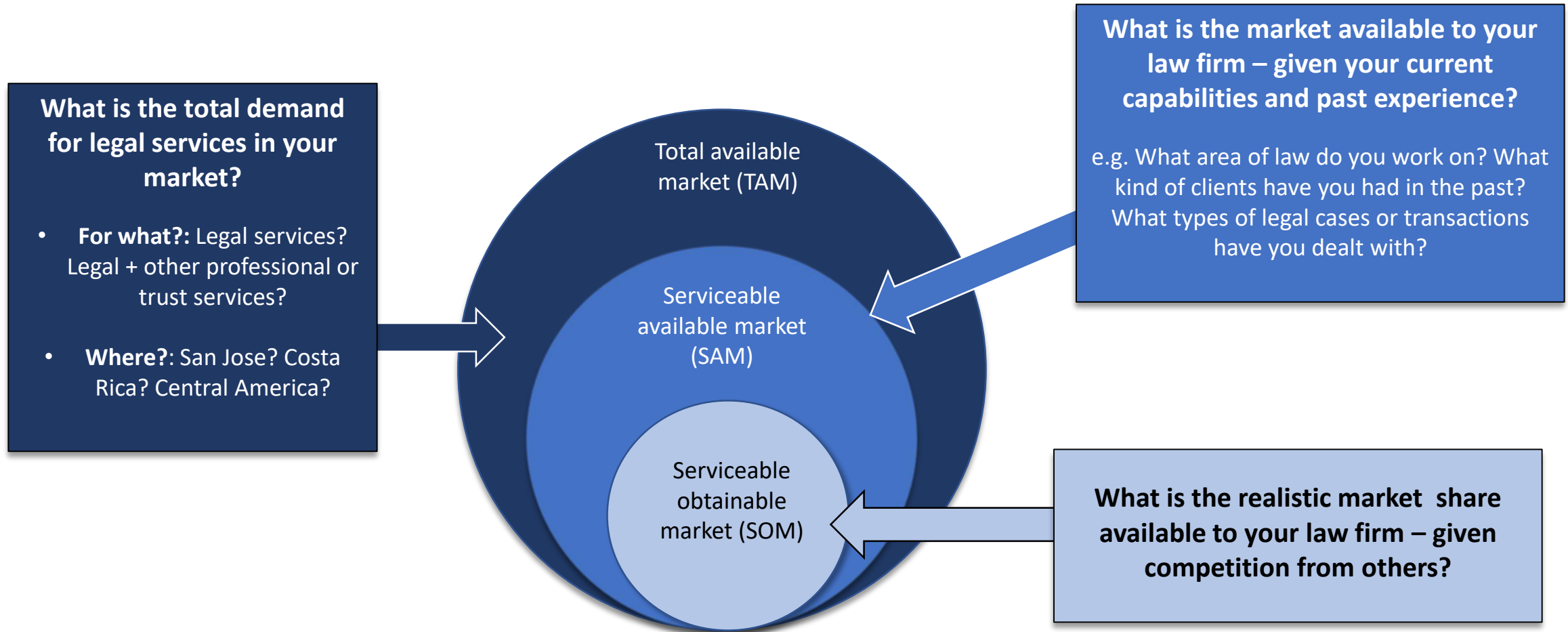
## **Part 2: Take three decisions:**

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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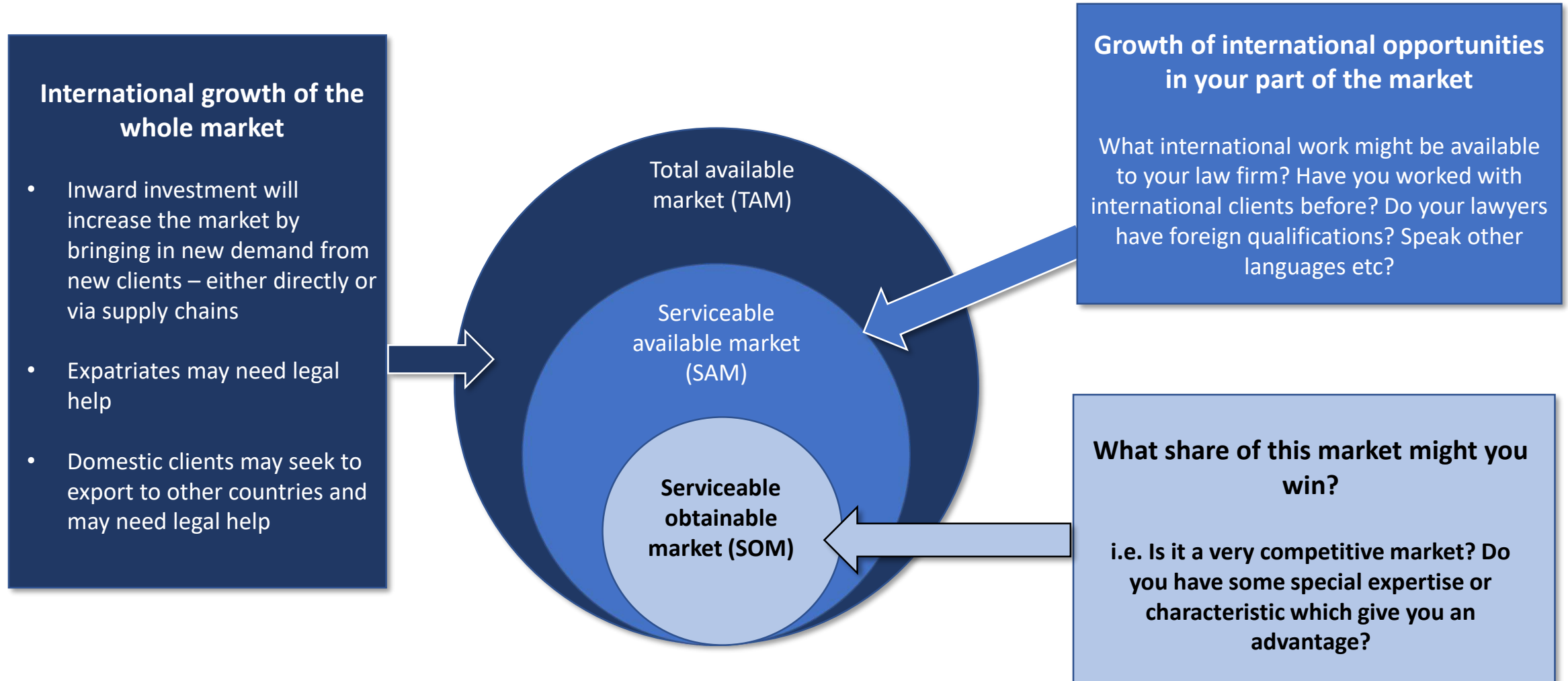
### Step 1: Understand your market..





## GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

### How does this relate to internationalising your law practice?





# GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

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



### 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





## GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

### 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)



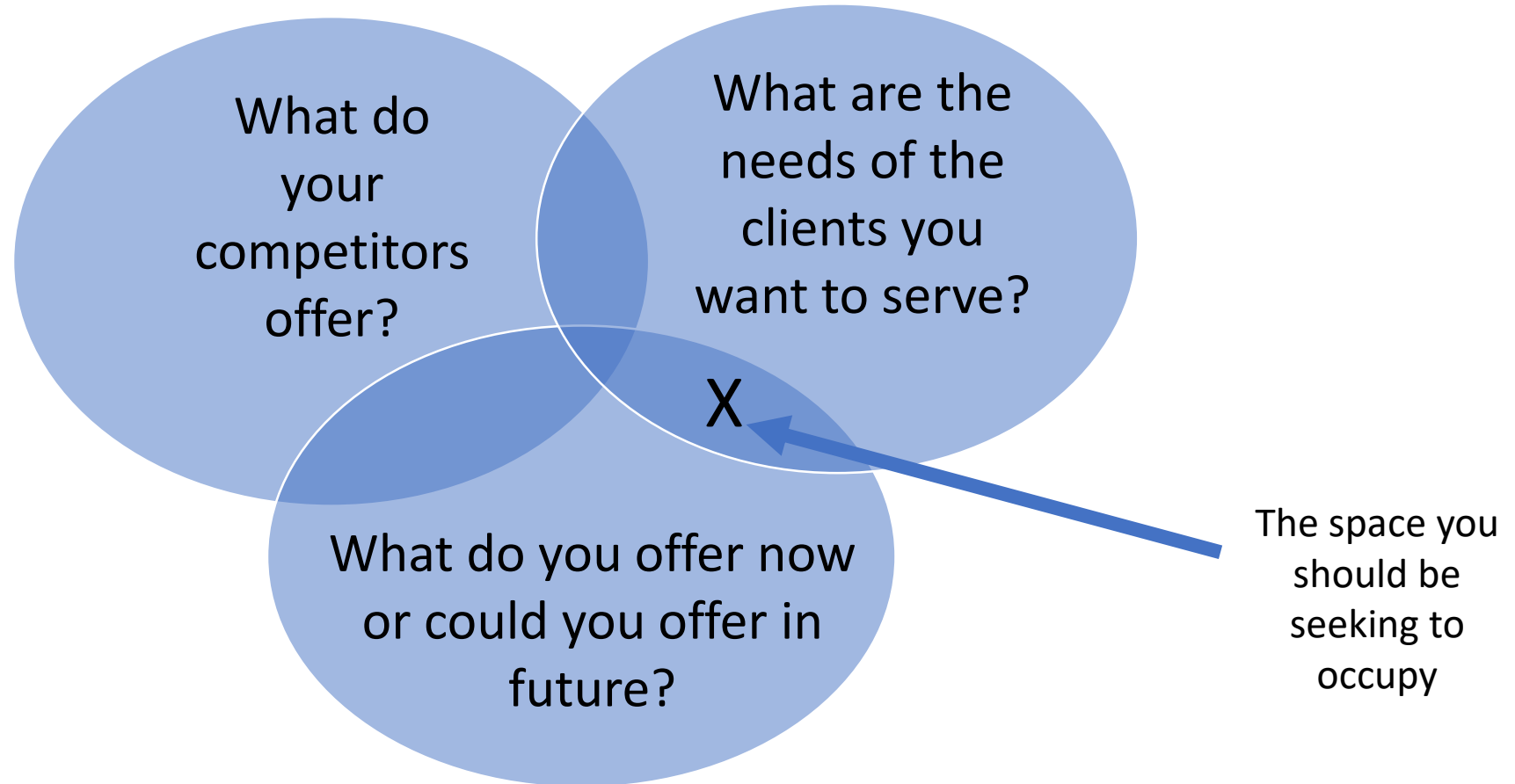
## Step 4: Decide on your strategy for international growth?





# GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

## Step 5: Decide on your Market Positioning

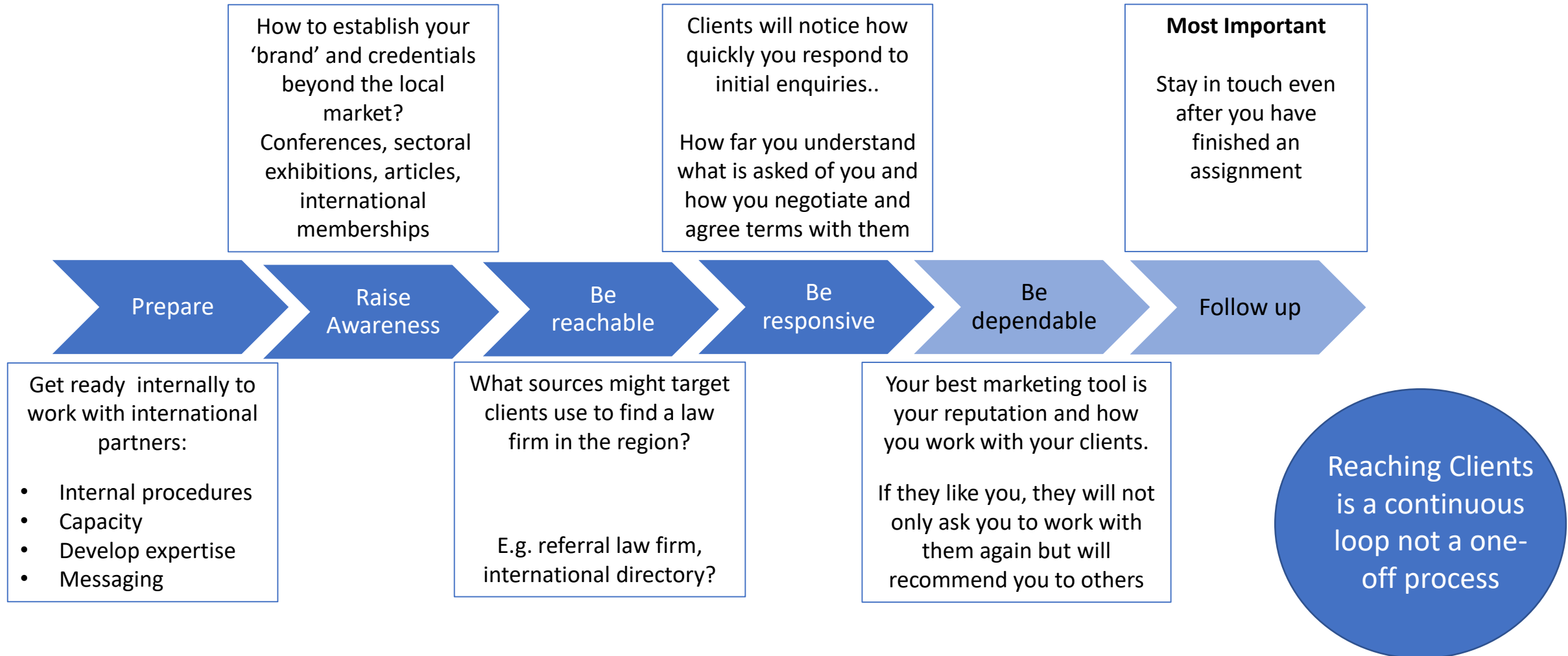






# GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

## Step 6: Reaching clients – to win new business





## **GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES**

### 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!**