

# Raedbora Consulting

Effective and pragmatic commercial  
advice to the Legal industry

- Raedbora Consulting Ltd. is owned by Chris Howe, a consultant and Chartered Accountant with 10 years' experience in Law firm management, and a further 10 years' consulting experience in the "Big 4" working in blue chip organisations across a range of sectors.
- Raedbora Consulting offers consulting support to Professional Services organisations in the key areas of:
  - Pricing
  - Key Account Management
  - Performance Management
  - Professional Services Profitability Improvement
  - Post Merger Integration
  - Process Improvement / LPO

## Pricing support

- Development of pricing strategies
- Practical methods to deliver pricing strategies
- Delivery of pricing decision making
- Effective use of Alternative Fee Arrangements (AFAs)
- Financial assessment and management of CFAs
- Tailored financial arrangements

## Key Account Management

- Delivery of Key Account tools and techniques
- Construction and delivery of Key account programmes
- Integration of Key Account Programmes into Firm strategy

## Performance Management

- Solutions to align partner and fee earner objectives with firm strategy
- Development of strategies to improve coherence, understanding and alignment
- Rounded assessment of partner performance and effective use of partner performance processes

## Professional Services Profitability Improvement

- Profitability improvement and cost management
- Restructuring of partnership
- Active Management of fee earning base
- Rationalisation of service lines
- Effective management of profitability by client, service line, office

## Post Merger Integration

- Critical review of all parts of combined business
- Effective integration of support
- Action plans for rapid integration of client teams and delivery teams

## Process improvement / LPO

- Effective process mapping
- Integration of client and legal processes
- Identification of appropriate legal outsourcing options

Chris has extensive operational experience in each of these areas. Examples include:

## **Pricing - Deep knowledge and experience of pricing and AFAs for a major law firm**

- Creation of a range of AFA arrangements for major tenders
- Development of innovative pricing arrangements for key panel pitches ( value >£5m fees per annum )
- Negotiation of final pricing terms for major panel ( (>£4m fees)
  - Development of initial proposition
  - Modification of terms following initial tender response
  - Successful conclusion of tender at profitable rates
- Development and lead of pricing authorisation process
  - All major pricing decisions
  - Authorisation of agreed price offered to client
  - Review and agreement of delivery approach adopted to ensure profitable results.

## **Key Account Management – Application in both Legal and Management Consulting, trainer and course leader**

- Delivered training and on-the-job support to partners participating in Key Account Programmes
- Trainer on both the techniques of KAM and their application to Professional Services
- Embedded KAM programme into “DNA” of firm operations:
  - Part of organisation structure
  - Revised performance measurement sets
  - Reviewed partner and client team performance
- Programme came to deliver over 35% of firm fee income, improved profitability and doubled fees per client.

## ...experience (cont.):

### Performance Management

- Developed business strategies for key service lines
- Developed effective financial and non financial scorecards to measure partner performance, ensuring alignment with strategy
- Effective partner performance assessment and review to gain alignment with strategy and objectives

### Professional Services Profitability Improvement

- Implemented a series of changes to move service line performance from lowest profitability to highest
- Identified and exited poorly performing service lines
- Introduced new service lines
- Doubled service line income while improving profitability
- Changed the basis of profitability measurement to ensure behaviour aligned with objectives

### Post merger integration

- Integrated two large legacy teams brought together by merger across three locations
- Ensured systems and processes effectively supported merged teams
- Reorganised division operations to streamline efficiency and ensure aligned behaviours

### Process Mapping / LPO

- Mapped processes and recommended improvements in a range of industries

[www.raedboraconsulting.com](http://www.raedboraconsulting.com)

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