

proof for a leading law firm evolving its market position and strategy

what did Discovery Tools™ do?

Investment

- 6 months design time
- 3 core team members, plus 5 from client side
- Medium complexity

Result

- > Rolled out to 1500 employees across the country in a 10 day period.
- > Higher levels of engagement: rated as one of the best programs ever conducted within the Firm for engaging people in the future direction.
- > Range of action plans and ideas for operational execution of the strategy.
- > Created a new dimension and edge for the induction process.

Conditions

- > As one of Australia's top leading law firms, our client knew that they needed to reposition themselves in the market if they were to retain their leadership position in the industry.
- > As a board-inspired and CEO-led exercise, the new business plan was developed, fully endorsed and ready for communication to the entire organisation. They knew that the key to the success of the delivery of the new plan would be in engaging 100% of its people, as advocates of the new direction. The CEO and executive understood that if not communicated in the right way, communication of the business plan would invariably lead to resistance and rejection.

Discovery Tools

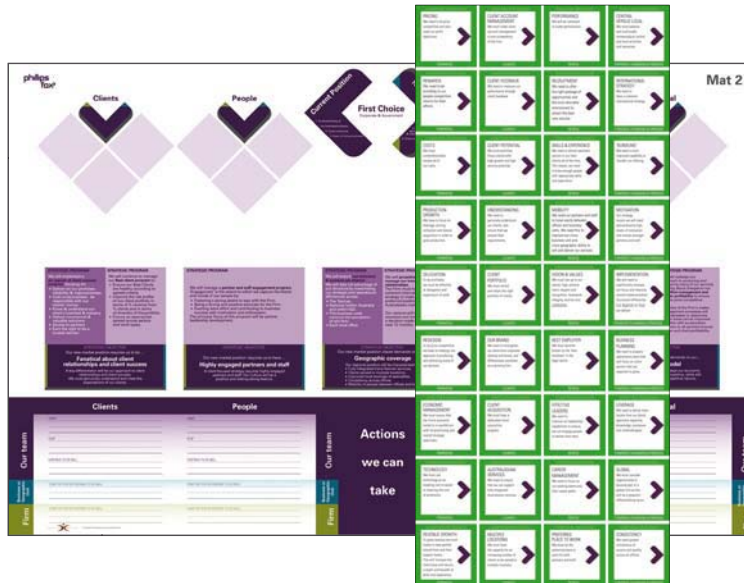
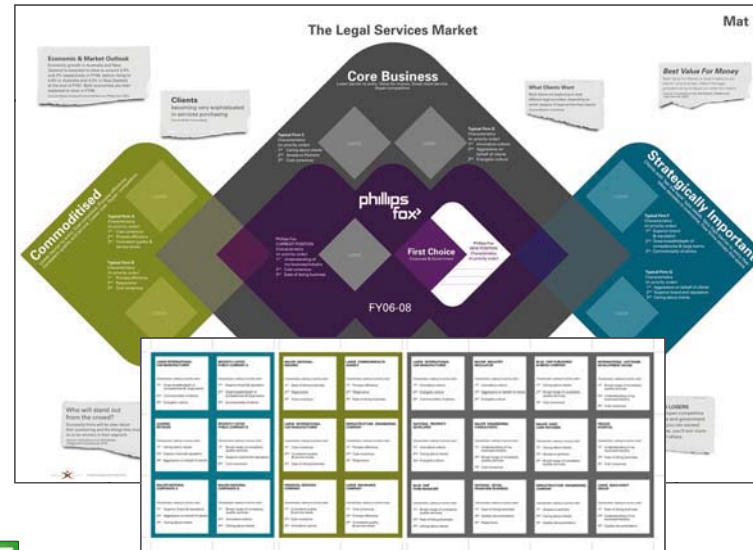
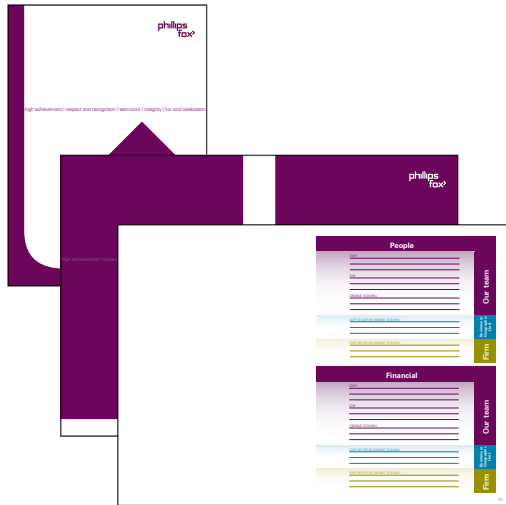
We developed an interactive Discovery program, the core of which was mat and card based, conducted as a 2-hour participant-driven session, with no traditional facilitation/presentation. Participants worked in teams of 3 to 4 people to:

- > Experience a market dynamics simulation for legal services and the firm's positioning. This involved interacting with clients and competitor firms in various scenarios.
- > Conduct a gap analysis, dialogue and reflection based around the Balanced Scorecard, the Conditions for Success and the planned strategic initiatives.
- > Develop new ideas about what needed to Start, Stop or Continue to do well, from various perspectives within the business.

Discovery Pages: The "Focus On Engagement" Range

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what do they look like?



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