

**LawFest**  
Innovation & Technology in Law

# Strategy on a page

a guide to defining your business and achieving meaningful goals

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# Make it **BRIEF**

**B** = Believable (by the team)

**R** = Realistic










**I** = Inspiring (to the team)

**E** = Easy to understand

**F** = Focused

# Strategy Statement



 <p>OUR TAG LINE</p> <p>&gt;&gt;&gt;</p>	 <p>OUR PURPOSE</p> <p>&gt;&gt;&gt;</p>
 <p>OUR PHILOSOPHY</p> <p>&gt;&gt;&gt;</p>	
 <p>OUR 3-YEAR VISION</p> <p>&gt;&gt;&gt;</p>	
 <p>OUR VALUES</p> <p>&gt;&gt;&gt;</p>	 <p>OUR SERVICES</p> <p>&gt;&gt;&gt;</p>
 <p>OUR VALUE</p> <p>&gt;&gt;&gt;</p>	 <p>OUR STYLE</p> <p>&gt;&gt;&gt;</p>
 <p>OUR POINT(S) OF DIFFERENCE</p> <p>&gt;&gt;&gt;</p>	

STRATEGIC INITIATIVES Eg. Clients, Culture, Capabilities, Ca\$h	
Next 1 – 3 Years	<p>&gt;&gt;&gt;</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p>
Next 180 DAYS	<p>&gt;&gt;&gt;</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p>
Next 90 DAYS	<p>&gt;&gt;&gt;</p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p>

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**OUR TAG LINE**



**With you all the way**

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**OUR PURPOSE**



To help people rebuild  
their lives following a  
relationship breakdown

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**OUR PURPOSE**



To help people rebuild  
their lives following a  
relationship breakdown

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**OUR PHILOSOPHY**



We believe in being a force  
for good in our community

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## OUR 3-YEAR VISION



# A distinctive family-law firm that

- has a reputation for excellence
- is a great place to work
- is a force for good in our community
- charges a premium for its work





## OUR VALUES



We exist to serve our clients  
We don't let anyone down  
We look after our people  
We don't compromise our standards  
We uphold these values at all times



## OUR VALUES



We exist to serve our clients  
We don't let anyone down  
We look after our people  
We don't compromise our standards  
We uphold these values at all times

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## OUR SERVICES



We help people with matters relating to the formation and breakdown of relationships; specifically:

property, children, divorce, asset protection, maintenance, mediation, restraining orders, dispute resolution

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**OUR VALUE**



**Certainty and peace of mind**

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**OUR STYLE**



Relaxed, contemporary, polished

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## OUR POINT(S) OF DIFFERENCE



We offer a service guarantee  
We don't charge by the hour  
We work a 4 day week

# Happy drafting!

## Times are changing. Are you?

I offer board-level support to forward-thinking law firms and legal departments looking to stay ahead of the curve.

Put my ideas to work! For an initial no-obligation discussion, contact me:



- Practice health checks
- Partner retreat facilitation
- Strategy and planning
- Leadership development
- Business growth ideas
- Motivational speaking
- 25 years experience



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