

EnergiseLegal case study

For Solicitors/Marketing Myself/Personal Branding

Pastures new into consultancy

The Brief

- A successful partner in a law firm with a proven track record were approaching retirement from the firm as a Partner.
- With a busy caseload, they were concerned that they wouldn't find time to plan their own business.
- They decided to invest in monthly marketing mentoring over 3 months to ensure that their own consultancy had a clear vision and plan.

Our Role

- We did monthly marketing mentoring on the weekend to help them to plan their own business, and protect time in their busy schedule to create their future.
- We helped them to define and refine the mix of their desired portfolio career.
- We shared a tool to help them define a clear S.M.A.R.T. goal and plan to set up their own practice, including how to set up a home office, I.T. and finance.
- We recommended useful resources e.g. an accountant, graphic designers and a virtual PA.
- We helped them understand what was important to them, their personal values.

The Result

- By their last working day as a full time Partner, they had implemented everything on their plan as preparation to launch their own consultancy business.
- They enjoyed a 2-month planned career break to recharge before starting their consultancy work.
- Their plan was a realistic phased plan beginning initially with 3 days a week consultancy with their former firm, then building up their own network and brand to attract their own clients within a 2-year period of retiring as a Partner.
- They began doing consultancy with their previous law firm, playing to their strengths of talent development and diversity and inclusion, and meeting the firm's needs – a 'win win.'

Client Testimonial

*“A great coach uses effective strategies and tools to help you think differently and achieve clarity of purpose whilst still staying true to you. I sought Rachel’s support at a time of great change for me. She critically challenged me to think not just about what I wanted to achieve in my new role, but what I **really** wanted to achieve. Whilst I had to do all the work, her skilful guidance ensured that I had a clear, achievable, and focussed plan that lined up with my vision. I remain immensely grateful for her support.”*

Dawn Brathwaite, Consultant.