



EnergiseLegal case study

For Solicitors/Marketing Myself/Personal Branding

Compelling brand enables portfolio career.

The Brief

- Successful Personal Injury partner with the same law firm for over 2 decades approaching retirement.
- Support to design a 'gentle slope' not 'steep cliff' to retirement.
- Help define own brand to get noticed once has left the firm for part time work/consultancy.

Our Role

- Clarify brand positioning and personality in the market.
- Share useful strategic tools and frameworks.
- Brand story to market self via different media.

The Result

- Defined personal brand and clarity on key messages.
- Successfully gained buy-in for funding of mediation training by firm.
- Agreement secured by firm to set up a mediation practice, led by our client.
- Feeling excited and confident about the future and that will be a 'step ups, not a 'step back'.