



RAISING THE BAR

Enabling Business Transformation for Singapore Law Practices

Organised by:



Supported by:



Raising The Bar 2023

Enabling Business Transformation for Singapore Law Practices

July 2023 – November 2023



Workshop 1	6 July 2023, Thursday	9.30 am – 5.30 pm
Workshop 2	14 July 2023, Friday	9.30 am – 1.00 pm
Workshop 3	20 July 2023, Thursday	9.30 am – 12.30 pm
Workshop 4	27 July 2023, Thursday	9.30 am – 5.00 pm
Consultancy	August 2023 – November 2023	



Singapore Business Federation Center

160 Robinson Road
#06-01
Singapore 068914



No. of Public CPD Points:

Workshop 1:	Workshop 2:
6.5	3.5
Workshop 3:	Workshop 4:
3.0	5.5

Practice Area:
Professional Skills

Training Level:
General

About the Programme

Raising The Bar is a 4-5 month acceleration programme customised to help Singapore Law Practices (SLPs) compete and thrive in a digital first world. Armed with the new knowledge gained from the programme, SLPs can expect to reap the benefits of improved client satisfaction, greater profitability and a competitive edge within the industry.

Unlike other traditional programmes, Raising The Bar enables firms to go beyond the hypothetical, putting theory into practice. A carefully curated group of industry experts will work with SLPs to develop firm-specific strategies, implement them efficiently and accelerate their business journey.

By participating in this programme, you will learn:

- Methods and frameworks to innovate your service offerings
- Techniques for conveying unique value to your business networks
- Methods for eliminating pain points and inefficiencies in your firm

Key Components of the Programme

Here are the **four key components** to the programme:

- Complete an online Diagnostic Tool to identify and prioritise the areas of business transformation that are most relevant to your firm
- Attend a series of compulsory workshops
- Select a maximum of two consultancy modules and engage one-on-one with the business consultants
- Pilot at least one digital solution or business transformation initiative

Who Should Attend

Raising The Bar is most suited for law firms with two or more lawyers. Participants should ideally be the Managing Partners and Directors and/or the IT, Office or Business Development Managers of the firm.

To participate in this Raising The Bar programme, SLP must demonstrate that it is:

- **Receptive** to innovation and business transformation
- **Ready** to apply innovative solutions
- **Resolute** in its commitment to the 4-5 month programme

Admin Note to Singapore Practitioners and s36B Foreign Lawyers in relation to the Mandatory CPD Scheme:

No of Public CPD Points: 6.5 (Workshop 1); 3.5 (Workshop 2); 3.0 (Workshop 3); 5.5 (Workshop 4)
Practice Area: Professional Skills
Training Level: General

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes signing in on arrival and signing out at the conclusion of each day of the activity in the manner required by the organiser, and not being absent from any part of the activity for more than 15 minutes on each day of the activity. Participants may obtain Public CPD Points for each day of the event on which they comply strictly with the Attendance Policy. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

Note: In the course of the event, photographs/videos/interviews of participants could be taken/conducted by the Law Society or parties appointed by the Law Society for the purpose of post event publicity, either in the Law Society's official publication/website, social media platforms or any third party's publication/website/social media platforms approved by the Law Society.

Workshops

Workshop 1 – Business Strategy for Law Firms (6 July 2023, Thursday)

In this full day workshop, you will be introduced to strategy concepts and frameworks. As you gain an understanding of trends in the legal market, the competitive landscape and the state of legal innovation in the Asia-Pacific region, you will learn how to develop your own business strategy.

Time	Programme
9.00am – 9.30am	Registration
9.30am – 11.15am	Introductions of Strategy
11.15am – 11.30am	Break
11.30am – 12.30pm	Trends in the Legal Market
12.30pm – 1.30pm	Lunch Break (<i>Lunch will be provided</i>)
1.30pm – 2.45pm	Developing a Law Firm Strategy
2.45pm – 3.00pm	Break
3.00pm – 3.30pm	State of Legal Innovation in the Asia-Pacific Region
3.30pm – 4.00pm	Strategic Execution: Identify Potential Enablers and Blockers of Success
4.00pm – 5.30pm	Develop a Strategy on a Page
5.30pm	End

Speaker's Profile



Eric Chin – Director, PwC Asia Pacific NewLaw

Eric is a Director at PwC Asia Pacific NewLaw and specialises in innovation, strategy and technology consulting in the legal industry, working with legal departments and law firms in the Asia Pacific region. He is also engaged in building grassroots LegalTech and legal innovation movement through the formation of ASEAN LegalTech Association and Legal Hackers Melbourne. Eric is also the co-creator and lead researcher of the Global Legal Tech Report.

Workshop 2 – Financial Management (14 July 2023, Friday)

This workshop aims to provide an overview on the fundamentals of managing a law practice as a profit-generating business setup. In this workshop, participants will be introduced to a set of practical financial / business essentials, which can be applied to the management of their firms.

Time	Programme
9.00am – 9.30am	Registration
9.30am – 10.45am	Financial Fundamentals of a Law Firm
10.45am – 11.00am	Break
11.00am – 11.30am	Financial Management
11.30am – 12.30pm	Partnership Management
12.30pm – 1.00pm	Emerging Trends and Solutions
1.00pm	End

Speaker's Profile



Kee Choon Lee - Managing Director, SyGen-Collaborative

With more than two decades of financial management in senior leadership positions across several professional services sectors, Kee Choon has established a track record of driving economic growth and business transformations.

This is achieved through:

- Formulating a financial doctrine / strategy which complements the overall growth strategy of the firm;
- Progressive financial (re-)engineering to establish a conducive corporate infrastructure that fosters business growth;
- Tenacious financial controllership to drive financial performance through upholding of financial efficacy and risk management;
- Leveraging on technology and automation to enhance productivity and functionality

Workshop 3 – Business Process Re-engineering (20 July 2023, Thursday)

Business Process Re-engineering is the re-thinking and radical design of business processes to improve performance measures such as cost, quality, service and speed. In this workshop, you will be introduced to legal process mapping and optimization frameworks to re-engineer your legal processes. You will also understand design thinking in the context of law firms.

Time	Programme
9.00am – 9.30am	Registration
9.30am – 10.00am	Introductions of Legal Process Re-engineering
10.00am – 10.40am	Frameworks to Map and Optimise Legal Processes
10.40am – 10.50am	Break
10.50am – 11.20am	Design Thinking in Legal
11.20am – 11.50am	Digital Transformation and Process Automation in BPR
11.50am – 12.30pm	Running a successful BPR Project at Law Firms
12.30pm	End

Speaker's Profile



Eric Chin – Director, PwC Asia Pacific NewLaw

Eric is a Director at PwC Asia Pacific NewLaw and specialises in innovation, strategy and technology consulting in the legal industry, working with legal departments and law firms in the Asia Pacific region. He is also engaged in building grassroots LegalTech and legal innovation movement through the formation of ASEAN LegalTech Association and Legal Hackers Melbourne. Eric is also the co-creator and lead researcher of the Global Legal Tech Report.

Workshop 4 – Branding and Digital Marketing for Law Firms (27 July 2023, Thursday)

A law firm who has a well-defined specialism and unique brand is more likely to thrive. In this digital era, online marketing can be invaluable when it comes to attracting new client and referrer relationships. In this workshop, you will be equipped with growth strategies as you discover how to define a niche market and communicate a unique value proposition, as well as learn methods to bring your firm's brand to life in order to attract new clients and referrers.

Time	Programme
9.00am – 9.30am	Registration
9.30am – 10.00am	Welcome and Introduction Sue-Ella Prodonovich – Director, Prodonovich Advisory Paul Evans – Managing Director, Toro Digital
10.00am – 11.00am	Competitive Strategies for Law Firms Sue-Ella Prodonovich – Director, Prodonovich Advisory Paul Evans – Managing Director, Toro Digital
11.00am – 11.15am	Break
11.15am – 12.30pm	Branding a Legal Practice Sue-Ella Prodonovich – Director, Prodonovich Advisory Paul Evans – Managing Director, Toro Digital
12.30pm – 1.30pm	Lunch Break (<i>Lunch will be provided</i>)
1.30pm – 3.00pm	Marketing a Legal Practice Sue-Ella Prodonovich – Director, Prodonovich Advisory
3.00pm – 3.15pm	Break
3.15pm – 4.30pm	Digital Marketing for a Legal Practice Paul Evans – Managing Director, Toro Digital
4.30pm – 5.00pm	Conclusions Sue-Ella Prodonovich – Director, Prodonovich Advisory Paul Evans – Managing Director, Toro Digital
5.30pm onwards	Closing Networking Event

Speakers' Profile



Sue-Ella Prodonovich – Director, Prodonovich Advisory

Sue-Ella Prodonovich is an author and award-winning adviser specializing in business development for lawyers and law firms. Her clients include some of the country's - and the world's - best law firms.

Sue-Ella has more than 20 years senior-level experience winning work and growing businesses in these complex industries. Over that time, she has given countless professionals the tools they need to attract and retain clients and build more profitable, more sustainable and more enjoyable practices.

Before starting Prodonovich Advisory in 2012, Sue-Ella's roles included Partner, Business Development Services with Crowe Howarth, Head of Marketing and Business Development with Baker McKenzie, and Head of Marketing & Business Development with Arthur Anderson. Sue-Ella is a Fellow of the College of Law Firm Management and teaches with The College of Law, The Law Society of NSW, the Law Institute of Victoria, and FMRC in their Legal Practice Management Programs.

More than 12,000 lawyers subscribe to Sue-Ella's business development articles.



Paul Evans – Managing Director, Toro Digital

Paul Evans is a professional services marketing expert who has worked with some of Australia's leading and fastest-growing commercial law firms.

After working in the commercial law industry for 10 years, Paul noticed that law firm marketing teams were constantly misunderstood by design and digital marketing agencies.

He was inspired to bridge this gap with a specialised service.

Prior to founding Toro Digital, Paul worked closely with partnership groups and management teams, playing an important role in some of Australia's largest law firm mergers. He managed rebrands, prepared client and media communications, onboarded incoming lawyers, and executed high-impact cross-selling opportunities.

He has invested countless hours training lawyers for business development, relationship marketing, digital marketing, and building a profile in an industry niche.

Paul implemented digital systems and programs that helped position lawyers and industry groups as thought leaders, and created genuine relationships with clients, referrers and prospects.

Consultancy

Note: The Consultancy will take 2-3 months; frequency will depend on the arrangements between your firm and the respective consultant(s)

Consultancy Module	Scopes	Outcome(s)
Digital Transformation	<ul style="list-style-type: none"> Conduct a technology gap analysis to understand your firm's technological needs Receive guidance on how to make more informed purchasing decisions based on technological needs 	<ul style="list-style-type: none"> Develop a technology roadmap for the firm to make more informed purchasing decisions based on its technological needs Pilot at least one technology solution recommended in the technology roadmap that can address the firm's needs (optional)
Business Strategy	<ul style="list-style-type: none"> Assess your current business performance as well as identify any potential opportunities for growth Identify the firm's strategic goals and ways to achieve them by leveraging on strengths Identify enablers and blockers of implementation 	<ul style="list-style-type: none"> Develop a strategy plan to prioritise client segments, service portfolio and investments in process and technology Pilot at least one initiative from the strategy plan (optional)
Business Process Reengineering	<ul style="list-style-type: none"> Map out your firm's existing business processes as well as services Redesign to optimize firm's processes for quality and speed 	<ul style="list-style-type: none"> Redesign and optimize at least 1 business process for increased quality and efficiency through the implementation of a BPR plan
Financial Management	<ul style="list-style-type: none"> Analysis / Study / Review findings on holistic or specific areas of concern Establish relevant processes / policies / structures which address the identified gaps in the law firm 	<ul style="list-style-type: none"> Develop a plan to increase the financial efficacy of the law firm Alignment of firm's financial plan to its overall strategy
Branding	<p>Module 1: Brand Strategy and Competitive Positioning</p> <ul style="list-style-type: none"> Identify the firm's brand personality and equity and its effect on its reputation and competitive advantage Define the firm's competitive set and focus Convey the firm's brand to prospective clients and referral sources Identify the components of the firm's brand, capability and its individual lawyer brands Identify evidence to support the firm's brand promise Establish the relationship between the firm's promise and approach to pricing 	<p>Module 1: Brand Strategy and Competitive Positioning</p> <ul style="list-style-type: none"> Review of the firm's website and up to two branded materials Identify at least three actions and pilot at least one initiative to enhance firm's branding strategy and competitiveness

	<ul style="list-style-type: none"> Amplify the firm's brand in marketing, networking, business generation and service delivery <p>Module 2: Networks, Relationships and Reputation Building</p> <ul style="list-style-type: none"> Discover the different types of reputations clients and referrers look for Conduct an examination of the levels of relationship clients have with legal service providers and how to respond Get the best from existing contacts and networks Expand reach for quality connections and build the firm's and its individual lawyers' reputation and brand Ask for feedback and activate client Advocacy <p><i>*Firms can choose either 1 or both modules.</i></p>	<p>Module 2: Networks, Relationships and Reputation Building</p> <ul style="list-style-type: none"> Review of the firm's client feedback processes Develop an individual business plan for relationship and reputation building Identify at least three actions and pilot at least one initiative to enhance firm's network, relationship or reputation
<p>Digital Marketing</p>	<p>Firm-wide Marketing Strategy and Plan</p> <p><u>Discovery and Situational Analysis</u></p> <ul style="list-style-type: none"> Understand the firm's current state of affairs, historic and future marketing / business development activities Identify key goals / key priorities for growth Prepare a Situational Analysis document <p><u>Digital Asset Audit</u></p> <ul style="list-style-type: none"> Review the various platforms that the firm utilises from the perspective of the final Situational Analysis Receive a report with recommendations <p><u>Development of a Marketing Strategy and Plan</u></p> <ul style="list-style-type: none"> Develop a Marketing Plan based on the Situational Analysis 	<p>Firm-wide Marketing Strategy and Plan</p> <ul style="list-style-type: none"> Pilot at least one 'direct marketing' or 'branding and positioning' initiative stated in the Marketing Plan to add new value to the firm's current network, attract inbound leads to a defined target audience or create awareness

Cost of the Programme

- On-boarding Fees:** From S\$2,500 per law firm (minimum of 2 persons per firm)
- Consultancy:** Fees will vary depending on the module(s) chosen by your firm. A grant of up to 70% is available (grant cap of S\$10,500 per firm)

To register, please visit our website at: <https://www.lawsociety.org.sg/lit/raising-the-bar/>. For enquiries, please contact us at cpd@lawsoc.org.sg or 6530-0247.