

**Our Program:** Creating alignment between the business professionals and the partners whom they support is key to creating an effective marketing and business development culture at your firm. This program is designed to help your firm assess its marketing and business development function to ensure you have the correct resources to support the competitive environment firms find themselves in. We review not only functions but also people and processes including resources for which the firm has contracted.

### Deliverables

- A simplified organizational chart with clear reporting lines and responsibilities
- A clear picture of what the marketing and BD function does and should do
- A clear picture of what you can save by outsourcing some tasks in the function
- A set of clearly articulated goals for each person involved in the function
- A method for “inspecting the expect” and insuring that goals are consistently met
- Clearer lines and methods of communication regarding the function

### Benefits

- Lower costs per marketing activity and better return on investment in the function
- More focused effort with less time wasted per partner on management
- Less time wasted by each marketing and BD staff member
- More focus firm-wide on marketing and BD activities that pay off
- Elimination of frivolous or low ROI activities
- More revenue through better communication and collaboration within the firm and with the firm’s clients and prospective clients

### How we do it

- We assess the current structure and activities of the function and the people in it
- We align the function with the firm’s goals and optimize its performance
- We train people to focus on redefined goals and responsibilities and communicate better
- We institute a step by step strategy to achieve goals for revenue and other deliverables

The right function, the right people, the right support. Your firm deserves to have the best structure and team supporting those who support your clients.

For more information, please call 978-526-8316 or email us at [kgendron@lawvisiongroup.com](mailto:kgendron@lawvisiongroup.com)