**Future Directions for Access Legal NQ**

Bradley Wilde



The purpose of this document is to outlay the future direction in a broad brushed approach

The contents of this document are not to be discussed or passed on to any other party and are the subject of a confidentiality agreement.

**Commercial in Confidence**

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# Introduction

There are many challenges facing managing partners of law firms around the world.

Growth is at a standstill at best globally and more likely shrinking; clients want more for less and new types of law firms are emerging.

There are simply too many lawyers for the work available. Competition for jobs is fierce and experience is gold and in traditional law firms’ partners' profits are being compromised.

All professional work will be determined by personal brands and presence that are significantly driven by social media, so these are critical capabilities for any lawyer in any firm.

The solution for the traditional law firms of slashing costs, cutting back on associates and low-income partners, and acquiring high-income partners, all to maintain or increase profit, is short-termism and will eventually fail.

Bradley Wilde

Partner Access Legal

## The Strategic Model – Access Legal NQ

Other Referers

Other law firms

Accountants

Real Estates

# Market position

Access Legal NQ is not the largest or oldest Law Firm in Australia. It is not the newest and not the most famous nor infamous.

For those looking for legal advice and services concerning property purchases in Australia, Access Legal NQ provides instant access to experienced, specialised legal professionals ensuring all matters are dealt with on time and for a fixed fee.

Unlike many other law firms, Access Legal NQ specializes in property, offers a fixed fee for service and operates entirely to deliver the best outcome for the client

# 1.0 Wilde &Wilde Head Office

The Access Legal office is located in Townsville QLD. The population of Townsville is 170,000(approx.) and includes a diverse range of businesses. The premises are in a prominent position with a professional shop front and appearance. All staff will be uniformed to reflect belonging to a firm that is well positioned and respected in the market.

## Head office and the support Team

The head office is located in Townsville with the option of shared offices with other providers of professional services.

The support team will be:

* Business Operations. Responsible for administration, back office systems and overall systems for the firm.
* Business Support. Responsible for IT, HR, software support and Training.
* Corporate. Responsible for joint ventures, alliances and partnerships.
* Compliance. Responsible for all accounting, legal, structure and policy development.

[Refer appendix – Access Legal NQ business Model](#_Franchisor_Model_1)

## Accounting and Legal Software

* An accounting system that incorporates into the legal software package
* A legal software package ensuring all forms and precedents are preloaded and ready for instant access.

## Training Systems and Forms

The Access Legal NQ training system ensures that all staff have the appropriate training, skills and competencies to carry out their required tasks in the firm.

Access Legal NQ aims to ensure that all of its employees are trained to meet the operational and statutory needs of the business. These needs are met through the use of internal and external-training programs, ranging from short in-house presentations to external nationally accredited courses.

The Access Legal NQ training system will change as the needs of the business change to reflect not only our efforts to strive for better production and efficiencies but also our need to ensure that through training we are working towards operating in an environment that also meets the needs of our clients.

Specific training will include:

**The Legal and Accounting System.** Ensures that all staff using the system are fully trained and conversant with the technology available.

**Back office accounting system**. The back office system ensures that all accounts are in order and that there is management reporting to keep you on track with our business.

**Policies and Procedures** will be developed by Access Legal NQ for their operations, constantly changing and modifying as certain things change or as a better more efficient way becomes apparent.

**Systems and Forms**. Developing a system that can be replicated and expanded as needed. A system that is constantly supported by the team and in return supports the team.

## 1.6 Marketing

The Access Legal NQ brand will be recognised in the areas where we market.

The Access Legal NQ website will be established and we will incorporate a blog, social media marketing including twitter, Facebook, LinkedIn and a YouTube channel. Podcasts will be developed to spread the good news stories of our clients along with the use of permission-based marketing, Hashtags and Google+ to access the influencers in our fields and become an influencer ourselves.

## 1.7 IT System

Anything Anywhere Anytime

Computers and information systems are essential parts of Access Legal NQ. Like all professional services companies, Access Legal NQ need to invest in technology to compete. Technology is both a cost of doing business, and an opportunity to do more business.

## 1.8 Key Drivers

Identifying and monitoring the key drivers of the franchisees business is critical to boosting profitability.

A range of internal and external factors affects the performance of every small, medium and large business. Access Legal NQ focuses on ratios, numbers and performance criteria that we have identified as key drivers that:

* Reflect the performance and progress of your business
* Are measurable
* Can be compared to a standard and benchmarked.
* Can be acted upon

## 1.10 Corporate

We know that with alliances we can improve our competitive positioning, gain entry to new markets, supplement critical skills and share the risk of the development of new projects

Strategic alliances will exist if there is a sense of collaboration rather than competition. It is important to get the Partnerships/ alliances right as partners can easily turn into competitors after mergers or acquisitions.

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# 2.0 The Access Legal NQ Competitive Advantage

Every successful business is a formula.

The Access Legal NQ model is:

* Develop an understanding of the value to the customer.
* Creating a better solution for the customer.
* Determining how to scale the product from one customer to many.
* Our branded marketing will support our sales efforts. The marketing will entice people to walk through our door, visit our website or call us for a solution.
* Access Legal NQ have a system that does not let people fall through the cracks and values their business.
* At Access Legal NQ we don’t do the hard SELL or the UP-SELL… we HELP, that’s what we do.



## Access Legal NQ Internal Business Model