



CASE STUDY

KESTER CUNNINGHAM JOHN



Kester Cunningham John Solicitors are based in East Anglia with branches in Norwich, Thetford, Bury St Edmunds and Cambridge. They offer expert legal advice across a range of areas in law.

Who was it for?

The KLP was developed for the partners and senior managers in a medium-sized law firm. KCJ's business needed partners to appreciate that the sustainability of their drawings was fundamentally linked to the sustainability of the firm.

Overview of the Programme

Using our business simulation at the core, this five day leadership programme facilitated participants from across the firm to come together to develop their commercial expertise and leadership skills.

The partners and managers were able to explore commercial opportunities and strategies in the non-live environment which they were then to relate directly back to the context of their own legal business.

Outcome

Through the simulation participants were able to draw parallels between the simulation and their own business units across a wide range of areas including:

- » Developing a sustainable strategy for each business unit
- » Appreciating that cash is a key asset and that it is everybody's responsibility to collect this resource on a daily basis.
- » Costs never stop being incurred even when cash inflow is slowing
- » Recognising the value of services and products and developing appropriate pricing strategies
- » Commercial skills including increasing financial awareness
- » Personal development including leadership, emotional intelligence and negotiation skills