

# Marketing Organization Design

## Organizing for Growth

In a challenging market, law firms need high-performance marketing and business development teams that drive growth and profitable revenue. We can help you get there.

Our Marketing Organization Assessment and Design group ensures that the objectives and priorities of your marketing department are aligned with your firm's strategic business goals and that your marketing team is structured to maximize its contribution to firm growth and profitability.

As our industry deals with the challenges of low growth, increased competition, and more sophisticated client demands, many firms have invested heavily in marketing and business development organizations to assist with those challenges. We can help you build or enhance teams to get the results you need.

## Our Experience

Our consultants have served as senior marketing and business executives for leading law firms and corporations. We have built, directed, and managed results-driven marketing teams. We know how to organize groups to balance the need for strategic, proactive business development; flawless implementation of marketing initiatives; and compelling and memorable communication programs. Marketing, communications, and business development teams need to reflect their firms' distinctive cultures and priorities. We are adept at helping firms determine and apply appropriate constructs for a firm's marketing objectives.

Through our experience and training, we know that leadership and management skills are critical to achieving high performance in any organization. We help your marketers embrace the right practices to recruit, develop, and inspire diverse teams.

As part of our process, we continually conduct extensive research to learn what prominent organizations are doing to optimize the performance of their marketing teams. We draw upon:

- Surveys about marketing practices, size, structure, responsibilities, and salaries
- Our Leadership Roundtables, where industry leaders, including firm Chairs, CMOs, and COOs, share best practices, useful resources, and management tools
- Our consulting practice, which takes us into the heart of law firms ranging from global leaders to highly specialized boutiques

## Our Approach

Our first step is always to immerse ourselves in your strategies, plans, and marketing culture so that we can assess the roles marketing and business development professionals need to play. Then, we help you design the organization you need to enable those professionals. We assess the practices, resources, and tools you employ, we suggest improvements, and we review the leadership styles and management techniques of your team's key talent. Next, we evaluate your team's overall performance and recommend ways to ensure every player is able to achieve their full potential. Finally, we believe that marketing teams should ensure that the lawyers and other business professionals have real-time access to research and direct client feedback—information that makes clear what it takes to win and secure important client relationships.

Because they can be stressful, organizational assessments need to be performed objectively and with the goal of helping teams achieve their professional development potential. We pride ourselves on a collaborative and consensus-driven approach that minimizes disruption. Most importantly, we aim to make certain that every marketing professional on your team is committed to fostering firm growth and financial success.