

PARTNER. LEADER?

A half-day symposium for law firm leaders and Partners



A rare opportunity to participate in a half-day symposium for law firm leaders and Partners, run by two international legal sector thought-leaders, together in person in the UK for the first time. They will address this fundamental question:

What is leadership in a law firm and what role should Partners play in it?

FRIDAY, 17 NOVEMBER 2023

THE STUDIO CONFERENCE CENTRE, LEEDS

10AM - 2PM



MCCRUM LEGAL

MANAGEMENT CONSULTANCY · TRAINING ACADEMY

Law firms will have to adapt to the changing business ecosystem if they are to succeed in the future. They will need to respond to market pressures and opportunities while accommodating the changing expectations of their various stakeholders. Many walls are perennially closing in on the law firm business model. It's getting worse.

The onus is now on Partners, Directors and Senior Executives to pull their business away from darkness and towards the light. There is literally no one else who will do this. If you aren't pushing forwards, you are moving backwards. The traditional style of command and control leadership is being replaced by a more purpose-driven, reflective and inclusive style. But is this the right way for these times?

This symposium, led by two of the world's leading consultants on law firm leadership and management will address these issues and leave you with ideas and insights to help you navigate the choppy waters of law firm leadership.

WHO IS THIS FOR?

- Managing Partners
- Partners
- Senior Executives

INVESTMENT

£195 plus VAT per person.

Price includes, refreshments, snacks and buffet lunch. Also a signed copy of Simon Tupman's book *The Heart of Practice* and one of Simon McCrum's books.

To register, email
angie@mccrumandco.com

WHAT THEY WILL DISCUSS:

- How leadership and partnership in law firms is changing
- The beliefs that hold firms back and how to challenge them
- The essentials to being the 'Perfect Partner'
- 4 incontrovertible leadership principles
- Ideas and insights from the new cadre of law firm leaders
- Promoting collaboration internally
- How to bring about change in your firm
- The changing role of the Managing Partner



SIMON TUPMAN



SIMON McCRUM

ABOUT THE PRESENTERS

Simon Tupman (MBA, Solicitor, England and Wales) is an international business speaker, educator and mentor to law firms and legal professionals. He speaks at industry events, facilitates high-impact workshops and retreats and mentor professionals who are looking to energise their workplaces and put their firms ahead of the curve. One of Australasia's most experienced speakers, he has been called on by clients in 13 countries over a 25-year career. He has helped thousands of legal professionals leave their mark on the world. Simon is the author of *Why Entrepreneurs Should Eat Bananas*, *Legal Eagles*, *Why Lawyers Should Eat Bananas* and *The Heart of Practice*. You can visit him at www.simontupman.com

Simon McCrum qualified as a Commercial Litigation solicitor in 1990 at Pannone. His role gradually evolved into a marketing and management role. He became Head of various teams, Marketing Partner, Director of Business Development, and part of the Management Team at Pannone. In 2007, he became Managing Partner at Darbys Solicitors. The firm made a trading loss in 2007 but after going a long way backwards - and during the Credit Crunch - the firm emerged to have its most successful year ever in 2010 and in 2013 it was the country's fastest-growing law firm.

In 2016, Darbys was acquired by Knights Professional Services and Simon exited to form McCrum Consulting, a management consultancy for law firms. He now works with law firms to help them to do the things he did right, and to avoid the things that he did wrong. He has pulled all of this together into a model which he calls 'The Perfect Legal Business'. A dedicated "growth" merchant, Simon helps firms to move towards becoming The Perfect Legal Business. He can point to improvements in service delivery, lawyer performance, team performance, and firm profitability and cash positions, at law firms around the country that he works with. More than that though, he works with firms so that they change their destiny. Working with the partners and leaders in law firms is key to his work. Simon is author of the best-selling books *The Perfect Legal Business* and *The Perfect Lawyer* and this conference coincides with his writing his third book, *The Perfect Partner*. You can see more of him at www.mccrum.legal