



# How to Grow Your Firm

*Robin Dicks*

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## **How to Grow Your Firm** Robin Dicks

In an increasingly competitive marketplace, growth is essential for the survival of any firm. How to Grow your Firm provides specialist support and structure for those needing to generate or enhance growth within their firm. This practical guide will not only help you to create a clear direction for your firm to secure increased growth but also improve the focus and capability of the whole firm, individual practices and individual fee earners. This special report will outline the key drivers of growth within your business and identify the gaps in your current approach. It will help your firm to invest in areas proven to generate return, to better align activities to achieve greater results and to reduce wasted effort and duplication - enabling your firm to become an even more profitable and successful business. This practical work offers: a clear, logical approach and structure which focuses on the key issues a clear and original model to guide thinking real-life case studies exploring problems and their resolution unique access to benchmark studies and research, based on over 1,000 professional services firms (including over 500 law firms) checklists and diagnostics to review performance and identify gaps an approach to generate better outcomes from training, client management and other strategic and business development initiatives links to other useful resources including the ability to benchmark your firm's performance against a peer group of similar firms. How to Grow your Firm is essential for all firms looking to define and implement a strategy to generate, sustain and grow revenue. It is required reading for members of the partnership board, managing partners, CEOs, and senior partners, practice directors, COO, and heads of marketing and business development. All those in other roles which a responsibility or desire to help their firm grow will also benefit, for example specialism heads, other partners, Heads of HR and IT, and all other marketing and business development staff.

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