**Quick Documents -** Quick Client Analysis

Select a client that you are familiar with and apply at least one of the tools looked at on this course *(For example: Porter’s 5 Forces, the Strategy Canvas, the Strategy Selection Tool, the Key Asset Map, PEST Through Porter’s 5 Forces Model, The Strategic Sweet Spot)* to an aspect of its business.

Specify selected client (and aspect of its business) to be analysed……………………..………………..

Specify MBA Tool(s) used to analyse client………………………………………………………..

Using the space provided below, please note your most interesting observations as well any ways in which could use this analysis to:

1. have more engaging conversations with this client;
2. ask the client more substantive questions;
3. hone in on the key issues;
4. uncover new issues; or
5. align legal advice to business strategy?

In addition, specify any gaps in your knowledge / further information that would be useful in completing this analysis. (Remember, clients do not just judge their advisors on the quality of the advice offered but also on the incisiveness of the questions that they ask.)

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Please discuss your observations with your group

**Quick Departmental Analysis**

Briefly consider the tools taught on the course in terms of your own department.

How does your department attempt to differentiate itself from its competitors and how does it measure up to the competition?

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Which factors operating in the general environment are having the biggest impact on your department and how is its market changing?

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How can you contribute to your department developing a competitive advantage?

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**Enhancing Key Departmental Assets**

Consider if there are any ways in which you could enhance or more fully utilise the assets that you currently have available to you by completing the exercises below:

**A - Key Asset: You**

You

Is there a particular aspect of your work in relation to which would you like to improve your knowledge and skills? If so, please state what this is in the space provided below:

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**B - Key Asset: Organisational Processes**

Processes

What processes / routines / habits could you develop / adopt which would help you to achieve this?

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**C - Key Asset: Organisational Assets**

Organisational Assets

Organisational assets include agreements with third parties and intellectual property. In relation to this, are you fully utilising all the software available to you? Are there any third party resources you could utilise? Are you fully capitalising on the unique brand of your business? Specific any such under-utilised organisational assets in the space provided below.

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**Enhancing linkages across departments**

This part of this worksheet asks you to consider how you could work more effectively with different departments within the firm. This is intended to ensure that the firm benefits from an array of interlocked assets with everything pointing and pulling in the same direction.

**Key Asset: Business Development Team**

Business Development

How could work more closely with the BD Team in developing specific materials (pitches, newsletters, website articles, blogs) in relation to a client? Please specify any ways (e.g. through internal networking) in which you could ensure that this department is kept informed of any new marketing opportunities due to changes in the law or other market conditions?

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**Key Asset: Other lawyers (including Know-how lawyers / PSLs)**

Lawyers

Are there are there any ways in which you could work more closely with other lawyers in relation to a particular project or in a more general way that could lead to increased efficiencies, a reduction in overall costs or have any other beneficial impact on overall profitability.

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**Others**

Others

Are there any other departments (e.g. L&D, IT, HR, finance, library / info services, facilities) that you could work with more closely to help with a project or more broadly improve the overall profitability of the firm?

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Please discuss your answers with your group.