

MBA Essentials for Lawyers

Outline

It is not enough for lawyers to simply focus on their own areas of technical expertise. They need to be in tune with the skills and practices that their clients are using.

The MBA Essentials for Lawyers course provides lawyers with the most up-to-date MBA models, frameworks, tools and techniques in a form and context applicable to their work, enabling them to demonstrate to their clients a deeper understanding of their businesses, industries, markets, needs and concerns.

This is an award winning, accredited course and at the end of the course lawyers receive Strategy Consultant digital credentials for The University of The West of England. We have been delivering the course to leading law firms and in-house counsel over the last 16 years. During this time the course has almost exclusively been marketed through word of mouth, highlighting its exceptional impact and the high esteem in which it is held by legal professionals and leading organizations alike.

Objectives

On completing the course, participants will be able to:

1. Analyse any client industry, enabling them to home in on the key commercial issues faced by a client (**Step 1**);
2. Reveal a client's commercial priorities by drawing a Strategy Canvas (**Step 2**);
3. Determine the types of strategies that a client will focus on to improve profitability (**Step 3**);
4. Identify the Key Assets within a client's business by drawing a Key Asset Map (**Step 4**);
5. Interpret change within a client's market in relative terms. (**Step 5**);
6. Understand how clients respond to change to build for the future (**Step 6**);
7. Gain an appreciation of corporate strategy and how to pursue new opportunities (**Step 7**).

Outcomes

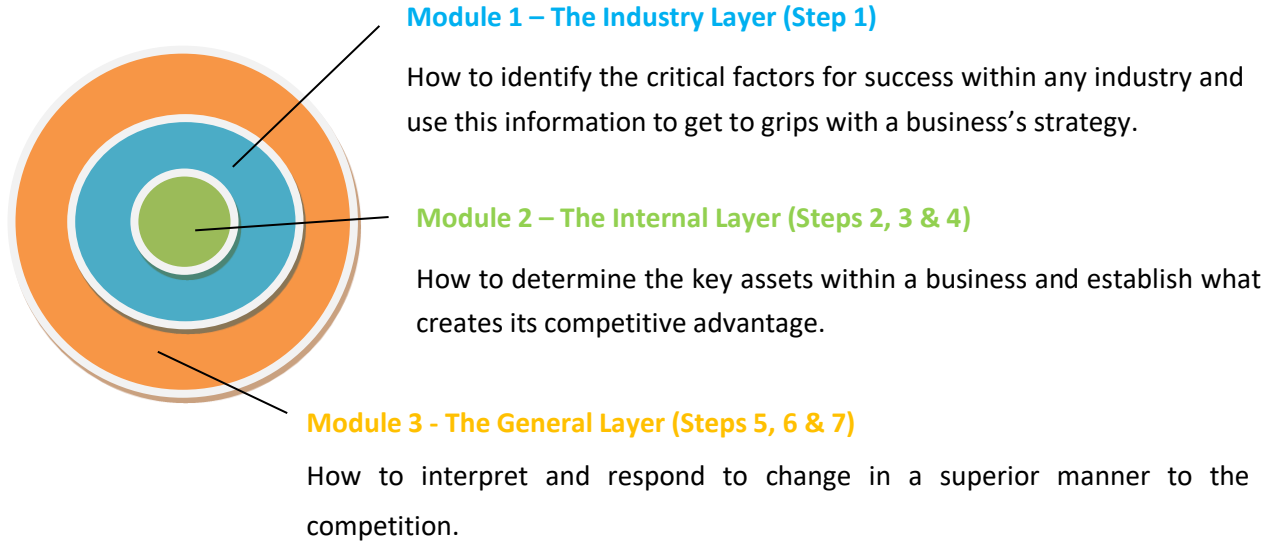
These concepts empower lawyers to:

- Have more engaging conversations with their clients;
- Ask their clients more substantive questions;
- Home in on the key commercial issues faced by their clients; and
- Provide advice which is finely tuned and bespoke for a client's specific needs.

In addition to gaining a deeper understanding of their own clients, lawyers learn how to apply the concepts to develop their own practices.

Course Structure

The course is broken down into the following 3 modules:



Delivery and Costs

Each of above the 3 modules lasts for 2 hours and they are delivered live over Zoom. We recommend a 1-week interval between each module. However, the modules can be structured around your own preferred timeline. The modules can be delivered any time of day to accommodate multiple time Zones. The modules are fully interactive and at regular intervals participants work in online breakout groups in order to apply the concepts to some examples.

On completing the course, participants will receive access to a comprehensive set of online resources which can be branded with the name and logo of your business. The online resources incorporate an AI Assistant to embed MBA concepts for a deeper understanding of client needs.

The total cost of the course is £4,250 (+VAT) for up to 25 participants.

Speaker Bio (Rupert Vernalls)

Rupert is a former lawyer who headed up Osborne Clarke’s commercial law practice in Silicon Valley. Rupert has also worked as in-house IP counsel for Vodafone and has been named in the Legal 500 as an experienced technology lawyer. Since completing his own MBA, Rupert has lectured at the US Department of Commerce, worked as a Designated Assistant for Course Planning with Harvard Business Online and as a Module Advisor on the Bath MBA. Rupert has collaborated with leading lawyers and eminent academics to develop this award-winning, bite-sized MBA course.

Testimonials

- *"I found it fascinating. The course provided us with a real grasp of the core principles taught on an MBA and how to apply them. It has given me a completely new way of looking at our business and what the drivers of strategies are. It has also helped me understand our clients' businesses so that I can ask them more intelligent questions. (Partner, Leading city law firm)*
- *"Very useful to receive an overview on business strategy and business drivers/business analysis. Broadens view for legal advice, particularly to understand how clients "tick" or what keeps them awake at night." (Senior Associate, Leading city law firm)*
- *"Found the entire course and materials very informative. Good for understanding the theories and principles applied by clients in their businesses and in the legal industry. Forced to think about issues which, as lawyers, we don't normally spend time thinking about. I think the course is appropriate for all levels. (Partner, Top 10 Law Firm)*
- *"This session encourages me to be more business focused, define more precisely what we are being to the client and how to be more effective." (Senior Associate, Top 10 Law Firm)*
- *"The feedback and continued attendance at the workshops was testimony of the value the senior associates saw in his training. Everyone found the sessions informative and useful." (Head of Learning and Development, Leading US Law Firm)*
- *"I really enjoyed the course. It was a completely new way (for me) of looking at the strategies behind business and what the drivers of strategies are. It was useful in terms of background knowledge, being more able to understand what is driving clients and understanding clients' businesses." (Partner, Top 10 Law Firm)*
- *"The course provided me with an understanding of basic concepts which I would not have obtained from my daily job as a lawyer." (Associate, Top 10 Law Firm)*
- *"Excellent. I liked the fact the course gives you the chance to think about and try out different concepts that will help you build and develop client relationships further." (Senior Associate, Top 10 Law Firm)*
- *"This is a very detailed course dealing with competitive strategy and business development. The information should help law firms understand how big business works, thinks and plans development of their business." (The Solicitors Regulation Authority Assessor's Report)*

Key Benefits

- **Specialized Content:**
Written for lawyers, by lawyers, ensuring relevance and applicability to the legal profession.
- **Enhances Legal Practice:**
Equips lawyers with the latest MBA models, frameworks, and techniques relevant to their professional roles.
- **Interactive and Flexible Delivery:**
Live, interactive Zoom sessions with breakout groups, tailored to fit various time zones and schedules.
- **Comprehensive Resources:**
Provides access to extensive online resources and an AI Assistant to reinforce MBA concepts and application.
- **Award-Winning Excellence:**
Recognized for its impactful curriculum through awards, catering to top law firms and in-house counsel.
- **Deepens Client Understanding:**
Enables lawyers to stand out from the crowd by demonstrating a deeper understanding of their clients' businesses, industries, and markets.
- **Accreditation and Recognition:**
Participants receive Strategy Consultant digital credentials from The University of The West of England upon course completion.
- **Strategic Insights:**
Teaches lawyers to effectively analyse industries, revealing key commercial issues and client priorities.
- **Future-Proof Strategies:**
Help lawyers understand and respond to market changes, preparing clients to face future challenges successfully.
- **Corporate Strategy Appreciation:**
Enhances understanding of corporate strategy and the pursuit of new opportunities, empowering lawyers to provide advice that is finely tuned and bespoke to a client's specific needs.

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