

MBA Essentials for Lawyers

Outline

This dynamic course equips lawyers with seven clear, practical steps drawn from leading MBA programmes at the world's top business schools. The aim is to sharpen their commercial awareness and deepen their understanding of the clients they support. Through engaging case studies and actionable insights, participants will see how these concepts translate directly into real-world commercial advantage. The course has now been delivered to more than 10,000 lawyers worldwide over the past 18 years, making it one of the most established and impactful programmes of its kind.

Objectives

By the end of the course, participants will be able to:

1. Analyse any client's industry to identify the key commercial challenges and drivers affecting their business (Step 1).
2. Define a client's commercial priorities using a Strategy Canvas (Step 2).
3. Select the strategic approaches most likely to drive profitability and growth (Step 3).
4. Create a Key Asset Map to pinpoint any client's core strengths and sources of competitive advantage (Step 4).
5. Interpret market change in relative terms and anticipate shifts before they occur (Step 5).
6. Recognise how businesses can respond to change, whether legal, commercial, or strategic, more effectively than competitors (Step 6).
7. Develop a robust understanding of corporate strategy, including how clients pursue new opportunities across products, services, and markets (Step 7).

Benefits

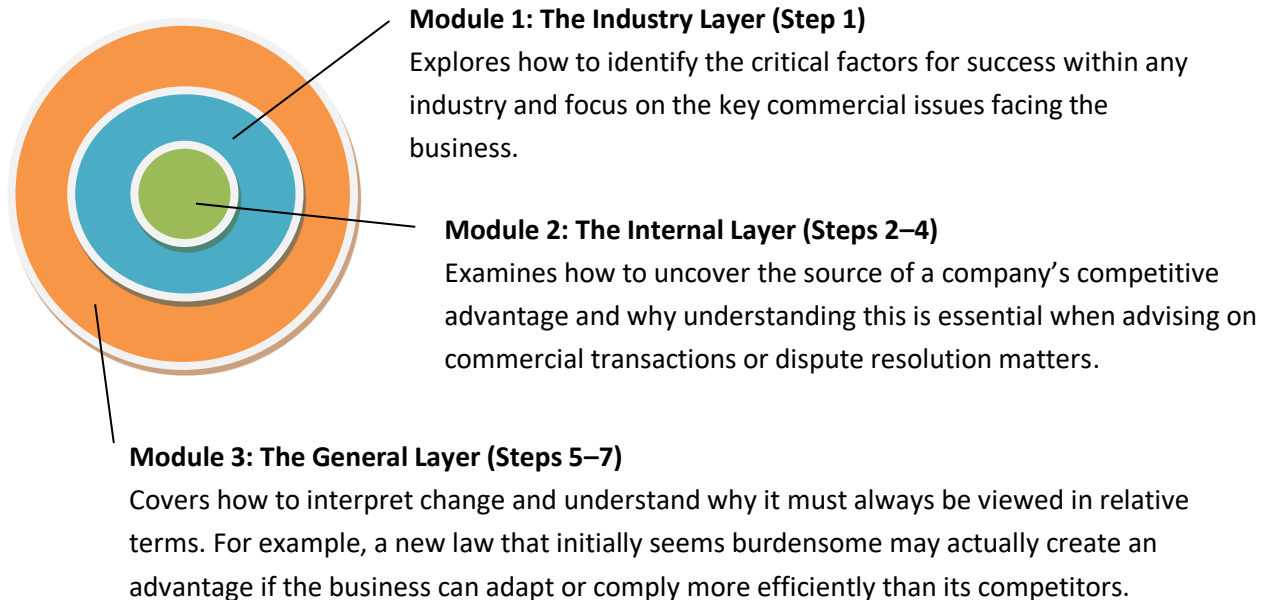
Getting to grips with these concepts will empower lawyers to:

- Hold more engaging and commercially focused conversations with clients;
- Ask more insightful, substantive questions;
- Identify and focus on the key commercial challenges their clients face; and
- Deliver advice that is finely tuned and genuinely bespoke to each client's needs.

In addition to developing a deeper understanding of their clients' businesses, lawyers will also learn how to apply these concepts to grow and strengthen their own practices.

Course Structure

The course is divided into three modules, each building on the previous one to provide a complete framework for developing commercial awareness.



Delivery & Costs

The modules are delivered live via Zoom in fully interactive sessions. At regular intervals, participants work in online breakout groups to engage in short, practical workshops that bring the concepts to life.

Each module runs for 2 hours, with sessions typically scheduled one week apart.

Upon completing the course, participants receive access to a comprehensive suite of online resources at www.TeamMBA.com. These include supplementary videos, worksheets, and curated reading lists designed to help embed the course concepts into participants’ everyday work.

The total cost of the course, including access to all the online resources, is £5,750 (+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. He 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 served as a Module Advisor on the Bath MBA. He has collaborated with leading lawyers and eminent academics to develop this award-winning, bite-sized MBA course.