

Case Study #2

“Rising Star” Attorney with 12 years of experience

THE CHALLENGE

StrategyHorse was retained by a young attorney to develop a strategy for becoming partner. The criterion used for partnership consideration was the development of a significant book of business. The client was introverted, uncomfortable with attending networking events and incredulous that social media marketing could boost her business. She also struggled with a number of difficult bosses that did little to support her partnership ambitions.

THE APPROACH

As the client was uncomfortable with her perception of traditional networking, we carefully tailored our approach to her comfort level and personality. We focused on the passion that drove her to advocate for her clients and applied her commitment to a strategic growth plan.

THE SOLUTION

StrategyHorse assisted the client in creating definitive goals, including the measurement of business development activities and growth of collected fees. Once goals were defined, a road map was created that was driven by a distinct personal brand and suitable growth-oriented activities such as: strategic networking, leveraging of relationships, thought leadership opportunities and a consistent social media “voice”. Success was quantified and carefully measured throughout the engagement. There was a direct and proven correlation between the amount of business development activity and the growth of her client base.

THE RESULTS

- ✓ Billables increased by **300%** in one year
- ✓ Elected partner
- ✓ Adoption of a strictly organized and measurable business development process
- ✓ Establishment of a loyal social media following and management of several successful thought leadership campaigns
- ✓ **10x** increase in social media followers and connections
- ✓ Significant improvement in confidence, professional poise and ability to effectively promote her brand
- ✓ Client took on new leadership positions within local and regional organizations
- ✓ Upon completion of the project, the client’s improved profile within the community led to her recruitment by another firm for a much better compensation package, more robust marketing platform and a prestigious partnership position

The qualitative results provided in this case study are reflective of a successful collaborative effort between StrategyHorse and our client. These results are indicative of many of StrategyHorse’s completed client engagements over the last five years. Each client is unique in its ability to realize its objectives and those that commit to a well-organized effort should also achieve comparable results*.

*StrategyHorse Consulting Group judiciously partners with its clients to promote robust growth, yet it does not guarantee results.

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