Business Growth

A how-to guide from The Legal Director

Providers of part-time Legal Directors with the experience and expertise you need

Focus on the real drivers of business growth

Manage the legal aspects of growth effectively

Reduce business risks and costs

Avoid the pitfalls that disrupt and jeopardise growth

TLD VALUE PROMISE

We can *demonstrably* **save you money** and directors' time

The Legal Director®

Part-time legal directors for business

www.thelegaldirector.co.uk

Every business needs to consider the most effective way to generate growth and be successful, profitable and sustainable, so...

"How can businesses drive business growth, without valuable senior management time being soaked up by the numerous legal matters and challenges that arise from growth, and without growth being slowed, disrupted or put at risk?"

Find out—and avoid senior management bottlenecks and unnecessary costs and risks—before it's too late to do anything about it.

Read this guide now, then contact The Legal Director for a free initial advisory call with one of our part time Legal Directors.

Call 020 3053 8613 or email ed.simpson@thelegaldirector.co.uk

TLD VALUE PROMISE

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About the TLD Value Promise

We know – and can demonstrate through client data and case studies – that we can save our clients significant amounts of money and directors' time.

Please contact us for more information and a personalised illustration of how much money we could save you on your business's legal bills.

INTRODUCTION

Every business knows the problem. When it comes to business growth, too many decisions and actions are the responsibility of a very small number of senior business executives—usually the managing director and the finance director.

From negotiation and monitoring contracts, to compliance and the maintenance of 'fit-for-purpose' business processes, business growth involves change. And change almost always has legal implications.

The result: senior business executives spend valuable time thinking through those implications, working with external lawyers—and consequently spend less time on their core responsibilities, and on developing the business and its relationships with key customers and suppliers.

All to easily, senior management can become a bottleneck that slows down and even jeopardises business growth, rather than being the unfettered driver of growth.

But there is a solution—a solution that will also save you money on the cost of legal assistance.

Instead, let one of our part-time Legal Directors help you.

In this guide we summarise some of the ways in which that relationship could assist you with the legal aspects and implications of business growth, and free-up your senior management team to concentrate on its core responsibilities.

You're different, and so are we

Every business is different, and that's where working with The Legal Director can really add value—while simultaneously reducing the burden on senior management. With one of our part time Legal Directors working as part of your business, you'll not only have highly experienced business growth expertise on hand whenever you need it, but also continuity. A familiar face, operating as part of your team, helping you to address the challenges.

This is very different to the way a traditional firm of solicitors or law firm is likely to work with you. A traditional firm of solicitors or law firm will typically be far less involved in your business, rather than being a trusted member of your management team. What's more, they're likely to operate at a distance, viewing any issues that arise from business growth as one-off assignments, rather than providing ongoing expertise and continuity.

A traditional firm of solicitors or law firm will also typically be far less business-savvy, offering advice very much from a purely legal perspective, rather than providing practical advice and guidance on the issues surrounding growth in the real world of business—and in particular, your business.

Critically, each of our lawyers acts for a maximum of six or seven clients at any one time, whereas in a traditional law firm each partner can have scores of clients they must service. This means that the amount of time they have to understand the client's business is massively curtailed and they are unable to provide the level of proactive advice that can add real value to the client's business.

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THE CHALLENGES OF BUSINESS GROWTH

As businesses grow, they change. And those changes—if they are to be executed properly and professionally—call for legal scrutiny. Contracts to be negotiated. Employees recruited. Premises leased. Intellectual property secured, and protected. Compliance ensured. New products and service offerings appropriately cleared for sale. 'Fit-for-purpose' business processes put in place, and monitored.

Generally, the burden falls on a small and select group of business managers—perhaps just one or two—who must instruct and liaise with external law firms and solicitors in order to achieve all of this.

Inevitably—especially for 'hands on' entrepreneurial business leaders—this results in those senior executives spending more time with external law firms and solicitors. Time that, frankly, could often be put to better use.

And not just spending more time with external law firms and solicitors: generally, business growth involves spending more money with external law firms and solicitors, as well.

The net effect of growth and change is that a business's critical resources—time, money, leadership, innovation—can all be severely overstretched. The result: growth is often slowed, and opportunities either not fully exploited or missed altogether.

Equally problematic is leaving the legal challenges of business growth until it's too late. That can incur costs, and risks disrupting your growth plans.

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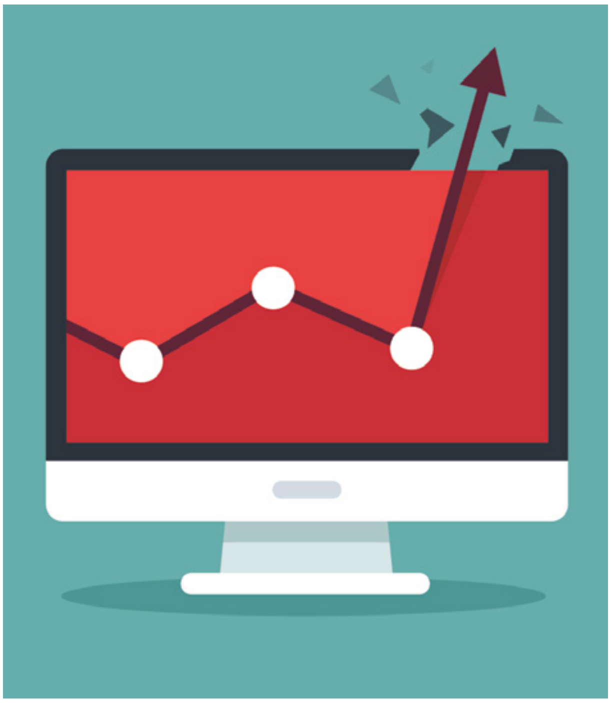
Dealing with problems before they happen

Of course, it's human nature for most senior business leaders to prefer to be 'hands on', growing their businesses, making them more efficient, driving other senior managers and their teams to achieve results.

Moreover, it's natural for senior business leaders to feel the need to deal with the legal minutiae that is part and parcel of business growth and change.

In the real business world, however, something has to give. That's why most senior business leaders often tend to leave legal minutiae until the last minute—or even, sadly, until it's too late. By then the task in hand is often problem resolution (and even more valuable time soaked up).

But with one of our part-time Legal Directors working flexibly as part of your senior team, the legal aspects and implications of growth will be recognised and addressed right from the start, meaning that problems either don't arise, or are anticipated well in advance, so that pre-planned mitigation is ready to be deployed.



HOW WILL THE LEGAL DIRECTOR WORK WITH YOU ON BUSINESS GROWTH?

There has to be a better way for businesses to handle the challenges of business growth—and with one of our part-time Legal Directors working alongside your senior management team, there is.

And better, in two specific ways.

First, with one of our part-time Legal Directors working as part of your business, we take on the burden of dealing with the legal aspects and implications of business growth.

We'll liaise with your existing external law firms and solicitors, instructing them as appropriate, ensuring that the correct instructions are given, that the price charged is correct and reasonable, and that—most importantly—the key messages from a business perspective are drawn out from the work that they perform for you, and shared with your senior management team and other employees.

In short, as your business grows, you'll have a part-time Legal Director working alongside you, coming to your office on an agreed number of days each month, and simply dealing with whatever needs to be dealt with. At a stroke, significant amounts of senior management time are saved—and freed-up for more productive use.

Second, The Legal Director's own legal resources, being regionally-based, are often significantly cheaper than London-based law firms or those based in major cities.

Of course, you're welcome to retain your existing relationships with your existing external law firms and solicitors. But if required, we can take on the burden of doing the legal work as well—freeing-up senior management time and delivering further useful cost savings.

Saving you significant amounts of time and money

Importantly, you'll have ongoing access to a highly experienced and flexible in-house Legal Director – for much less than it would cost to employ that level of resource full-time, or to employ a traditional law firm on an ad-hoc basis.

That will not only give senior executives such as your CEO and CFO consistent support and reassurance, it will give them more time to focus on their core roles.

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HOW DOES THE LEGAL DIRECTOR'S ADVICE AND APPROACH DIFFER FROM THAT OF A TRADITIONAL FIRM OF SOLICITORS/LAW FIRM?

The advice you receive from us, certainly in legal terms, we would expect to be much the same as that from a traditional law firm. However, two things in particular make The Legal Director stand apart.

Firstly, we give legal advice from a business perspective. All of our lawyers are highly experienced in business, all of us have worked in industry, and all of us are familiar with the challenges of growing businesses. Indeed, several of our lawyers have run and grown their own businesses.

None of our part-time Legal Directors is the equivalent of the junior lawyer that a legal firm might assign to your case—and yet despite this, our fees are in most cases lower. In all instances, our approach is to provide you with a Legal Director—a familiar face around the table, offering legal advice from a solidly business-friendly perspective.

Secondly, The Legal Director is proactive rather than reactive. Our approach to business growth is to proactively put in place the legal protections, compliance mechanisms, and appropriate contractual terms before problems arise. Rather than helping you to deal with problems after they have occurred—which is too late—we strive to anticipate potential problems and put in place protective mechanisms ahead of time.

Each of our client Legal Directors deals with a maximum of six or seven clients at any one time, which allows us to really understand what you value and tailor your advice accordingly. A partner at a traditional law firm will have scores of clients they are responsible for at any one time, meaning they are unable to provide a proactive service.

Our experienced lawyers spend at least one day a month on site with each client, allowing the lawyer to view the client's legal and business issues from the client's perspective and devise pragmatic solutions that address what the client values.

As our lawyers only work for six or seven clients at any one time, they are responsive to each clients' needs. They act in a proactive way, using their valuable business and legal experience gained as a GC and from working in this way for other businesses.

Private practice law firms typically resource client work based upon the urgency of a transaction and how much they can bill for it, rather than considering how they can deliver value on a client by client basis.

The traditional model of charging by the hour will never allow private practice partners (who would be more likely to be able to deliver value to the client) to take the time to understand the client's business and their perspective, or to actually be the one who does the work. This would simply not be cost effective for such a firm.

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THE THREE KEY AREAS WHERE ONE OF OUR PART-TIME LEGAL DIRECTORS CAN HELP YOU GROW YOUR BUSINESS

At The Legal Director our experienced business lawyers have assisted clients with the real world challenges of growing their businesses for many years. We are therefore well qualified to lift the load of associated legal issues and challenges from your shoulders.

This means that business leaders can avoid becoming the bottleneck that slows business growth and focus on driving growth and change, and maximising value in the business.

In our experience, there are three key areas where we can deliver the most value:

1. We take on the burden of dealing with all the legal aspects and implications of business growth, freeing-up senior management time to focus on what it does best—actually growing the business.

2. We work flexibly, either with your existing external law firms and solicitors or independently, ensuring that the correct instructions are given, that the price charged is appropriate, and that the key messages from a business perspective are shared with your senior management team and other employees, as appropriate.

3. We are significantly cheaper than London-based law firms or those based in major cities. The result: better legal advice, legal risks avoided, senior management time freed-up—and cash freed-up through cost savings, to help you fund your business growth plans.

Conclusion

When it comes to growth and change, business leaders and fellow directors very often find that their valuable time is soaked up by legal matters and minutiae, and that this, in turn, can slow or disrupt business growth.

The business suffers as a result, because there are simply not enough hours in the day to pursue all those vital opportunities—and, at the same time, to manage the associated legal detail, risks and costs— in an effective and timely manner.

Having one of our part-time Legal Directors as part of your team not only provides a solution to this common problem but also mitigates risk and saves you money.

Why put business growth at risk, when help and guidance is just a phone call away?

Book your free initial advisory call with The Legal Director now.

Call 020 3053 8613 or email ed.simpson@thelegaldirector.co.uk

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ABOUT THE LEGAL DIRECTOR

The Legal Director is a legal consultancy that provides businesses with high-calibre experienced lawyers on a part-time or flexible basis. By working smarter as part of the client's business, and by delivering legal advice from a business perspective, we can demonstrably save our clients significant amounts of money and directors' time.*

The Legal Director is the most transparent, cost-effective way of embedding a senior lawyer within your business – at a fraction of the cost of employing a full-time Legal Director or engaging with a traditional law firm on an ad hoc basis.

We match one of our lawyers to your business needs and he/she then performs as a member of your senior management team, just like an in-house lawyer. Moreover, clients can use our unique 9-point legal framework to systematically address key business areas that require legal expertise and appropriate action.

*Please contact us for a personalised illustration of how much we can save you.

THE LEGAL DIRECTOR 9-POINT FRAMEWORK

A selection of our clients

Tribal Group | Burgess Pet Care | Green Rewards | Jack Wills | Jacques Vert Group
Marco Pierre White | eDreams International | Abbey Industrial | The University of Hertfordshire
Reiss | Redux Laboratories | Nordic Dry | Skechers | Split The Bills | Modus Furniture

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