



New for 2015

- Psychology skills for lawyers.
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2015 New Beginnings

After returning from maternity leave I've got so many new ideas and concepts to share.

This year I'm going to be writing new content for seminars and expanding my coaching sessions.

Over the last few years I've realised there are so many people out there in need of help but they are too proud to ask for it. I know I've been in that situation before. Inspired Star's coaching is unique in what we work through can be shared with others. So by getting support yourself you can support your friends, family and colleagues too.

Inspired Star is not all about business coaching we can support you through personal issues too. For example bereavement, addictions, stress, depression, debt problems and relationship breakdowns.

Lets Get Fit in 2015!

Now I'm not just talking physically fit I'm talking Emotionally and Physically fit.

One of the most powerful statements I have ever heard was:

"IF YOU THINK YOU SHOULD DO SOMETHING YOU MUST!"

I was at a Tony Robbins event and I thought Wow Imagine all the things I could get done if I actually lived by this!

So next day it was raining and I thought I need to get fit, I should go running..... Doh! Now I have to go. So off I went in the rain. Every time I was

In Summer 2015 we will be launching a number of FREE short VIDEOS based on the questions we are commonly asked. They will provide you with a number of strategies, so you can start taking action and create the results you are really after. They will include:

- How to create cash flow right now
- How to stop your best Lawyers leaving with your best clients
- HELP! I can't get on with my boss
- Should I declare my disability when apply for a new job?

We are constantly creating NEW MATERIALS so our clients can share our knowledge with others. In 2015 you will be able to search our FREE ARTICLES for inspiration, strategies and success stories.

making up excuses not to go running this statement came back to me. I ended up running in the snow, -20c, heat, +30c, every day until I became addicted to the benefits of running and actually enjoyed it!

I then started applying it to my professional life. Every time I needed to get out my comfort zone and do something, I stood up and did it. It helped me to grow and develop much faster than if I'd given myself permission to wimp out.

When the voice inside our head is telling us we should do something it's telling us for a reason. An un-conscious thought has



become conscious so we can achieve a goal. In my case I wanted to loss weight (like most girls in this world ;-). Just the feeling that I should really go running was not enough to get me out the door every day. But having the extra you MUST helped me to achieve my goal quicker. Now I'm just trying to run faster rather than loss weight so it's a win win!

It doesn't have to be sport related it could be; I must call my friend, I must devote more time to X, I must smile more, I must be brave.

Have a think what should you be doing right now ;-).

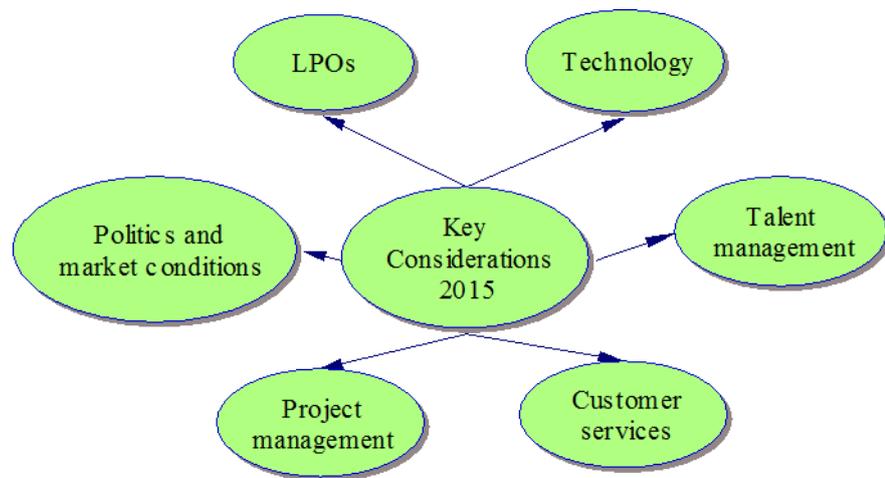


2015 Considerations for Law Firms

2015 is a great year to make business transformations and do what your law firm does best.

With the economy becoming more stable and work beginning to gain momentum, it's a great time to assess what your firm is doing well and what your client's key needs are.

In the past law firms have worked more on their own terms rather than the client's, but now with heightened competition for work, clients are looking for a better service and better value for money.



“People are the firm’s number one asset”

Talent management

People are the firm’s number one asset. Getting the firm’s recruiting and talent management wrong has dramatic effects not only on the firm but on the individuals involved. During the recession many legal professionals lost their jobs. With not enough experience under their belts many junior lawyers have found it impossible to recover from the recession because work was then done by more senior lawyers at the same price. As a result many junior lawyers were forced to leave the profession. Law firms are now experiencing a shortage of associates. Associates who were made redundant are still struggling to find work because law firms are being too rigid in their job briefs.

Firms need to be much more flexible in who they recruit in order for there to be a level playing field. For example people, who were made redundant, have been on maternity leave or off work for health reasons are often put at a disadvantage. A common example is the firms requires a candidate who is “currently working at top X law firm doing X”. Anyone currently un-employed doesn’t even get a look in. There are lawyers desperate to get back into work even if it means a couple of weeks of extra training to get up to date.

When people have time out from the work place for whatever reason they often acquire new skills and experience which would be of great benefit to any law firm. Law firms need to tap into these additional skills such as project management and encourage candidates and staff to voice how they can help the firm to develop and grow. Everyone in the law firm from the cleaners to the print room to the lawyers have an idea of how they could work more efficiently and save the firm money.



Technology

Firms which use relevant up to date technology have an advantage of being able to streamline processes to save time and money. It is now much easier to keep in contact with clients and share information. Global law firms are better able to work as a team and share information through knowledge management systems. Clients are expecting lawyers to have information at their fingertips and rapid solutions to their challenges. Getting the technology right will assist lawyers to provide up to the minute advice in the right format to suit the client.



Project management

Clients are becoming much more cost conscious. Lawyers who can deliver an accurate, tailored made, efficient service will be able to provide the best value for money. In order to achieve this lawyers need more business training, specifically in legal project management processes. In some firms there needs to be a culture change in team working and people management so teams are better equipped to work efficiently together with the client.

Legal Process outsourcing

Over the last few years more law firms have taken advantage of using LPOs to undertake for example document reviews, drafting pleadings, legal research etc. With office space at a premium and firms not knowing when the next big deal is coming in, legal process outsourcing can be an excellent solution. The work can be carried out by companies specially set up to manage the process quickly and efficiently. The firm doesn't have to employ temporary staff or have additional office space which is not being fully utilised all of the time. In many cases it also works out cheaper for the client. Of course there are pro's and con's to legal process outsourcing and firms do need to consider the risks of not undertaking work in-house.

“Clients are becoming much more cost conscious”

Customer services

There can be massive improvements in this area especially in areas of law where Solicitors are dealing directly with the general public. It is pretty safe to say the lawyers are not the public's favourite people. People who contact lawyers are often in a stressful situation made worse by knowing they are going to have to pay out a lot of money with no guaranteed results. They often have no idea who to go to and what to expect. Lawyers are robust by nature and sometime as a result come over as uncaring and blinkered without even realising it. Lawyers need to understand how they come across and the basics of providing a good service. Cultural awareness, specific industry practices are also critical for a lawyer to understand if they are to be trusted by the client.



Politics & Market Conditions

With the General Election approaching many businesses are worried about changes to regulations and financial implications. Smart Law firms are thinking ahead to how potential changes to government and the market conditions will affect their clients. Helping businesses navigate new rules and regulations and really caring and knowing about what the client does will build a stronger relationship and potentially new instructions.



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**Creating opportunities
for your business**



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1 Minute Psychology insight

Have you ever watched an American cop shows where the bad guy has taken someone hostage and is pointing a gun at them and the good guy is trying to resolve the situation? How do they normally go about it? Ok so this is an extreme example, but lets have a quick look behind the motive of the hostage taker.

People often resort to violence or unacceptable behaviour to meet their human need for significance. Being violent is a quick guaranteed way to get a reaction from others. They feel like they are the most important person in the room and in control of the situation. But why do it?

Maybe this approach has worked for them in the past or they don't know how else to get what they want.

When people are experiencing strong emotions they often don't think rationally, so it is difficult for them to process information and gather their thoughts. They panic and make stupid mistakes and bad decisions. They often go round in circles and keep repeating the same things as it is difficult for them to think about other options. At a basic level this provokes the fight or flight response. Do they stand their ground or give themselves up?

Quick Solution: always give the person a way of saving face, making them feel important and appreciated normally diffuses the situation much quicker. Give them time to calm down and think, so they still feel in control. It is possible to influence them by careful choice of words and apprehending the situation they now find themselves in.

For more psychology insights please visit our sister website www.inspiredstar.net.

