



LexMundi World Ready

Digital Services Strategy

LEX MUNDI MEMBER FIRM OFFER

Digital services strategy

What do clients want?

75% of GC's are having difficulty handling current workloads; and their workloads are projected to increase by 25% during the next 3 years - without matching budget increases.

Not surprisingly, 84% are expecting the greater use of technology themselves; and 91% of them expect to ask their firms about their technology use.

Clients are shifting from “what tech will you use?” to “what solutions can you provide for us to use day-to-day?”

What can firms do?

Firms need to develop a digital-services strategy which will identify which key clients' have what specific needs - and how to deliver self-service solutions to them. These can be existing clients; or new ones in new markets (using your digital services as a differentiator).

Benefits

With this strategy your firm will bring new value to your clients, enhance your reputation, block other providers from building relationships with them, and support the develop of new revenue streams.

How does it work?

This is a build-your-own strategy using expert guidance and an innovative methodology. Up to six Lex Mundi member firms will be selected. Firms will work both individually and in a group with the consultant.

Effort / Cost

The amount of effort will vary depending on the size of your team, the nature of the firm, the depth you want to go to, how much prior work you have already done, etc. Lex Mundi is covering the costs.

Who is delivering the digital services strategy program?

Lex Mundi is partnering with **Calls9**, an award-winning digital transformation agency with ten years' experience working with professional service firms. The consulting team is led by Calls9's CEO and Founder **Adam Roney**.

What is in the strategy?

The strategy will outline what the firm can achieve with their own resources / internal teams; whether they should focus on existing or new client bases, or both; and what kind of digital offering(s) they should develop. This will provide a foundation for the next (not included) stage: road mapping specific ideas.

The strategy will contain:

- Business context: What strategies are you using already? For what kind of clients? In which sectors? Do those strategies tie into each other?
- Challenges / opportunities: What are the market opportunities? What are the challenges?
- Competitors: Who are your main competitors and what are they doing? Are there alternative legal service providers entering the market? Have the Big Four entered your market?
- Purpose / goals: What does success look like over the next three years?
- Issues and risks - Are there any market or timing sensitivities? Do you have the required expertise in-house?

What is the timetable?

If your firm is selected, the work would happen digitally / remotely with these key dates:

- Kick-off and group context session - early May
- Individual firm session - mid May - mid June
- Road mapping individual firm ideas – July
- Group feedback session - end of July.

How do we apply?

1. Come to the “explainer” webinar April 13, 2022 – [click here to register](#).
2. Schedule a 30 min initial meeting with [Adam Roney](#) (Calls9).
3. [Complete a short application](#) by answering a set of questions by Friday, April 22.
4. Selected firms will be notified by the week of May 3rd

Any questions - email [Gordon Vala-Webb](#), Senior Advisor, Technology and Innovation.

