

Nurture your Lawyers

When asked about their primary focus, most law firm managing partners would probably say 'profitability' or 'growth'. When queried about the business factor that most concerns them, they might cite increasing competition. But if you probe more deeply to learn what managing partners actually spend the bulk of their time on, the answer you would hear most often is 'people'.

Law firms invest millions of pounds each year on recruiting, hiring and rewarding bright new associates based largely on academic achievement, not a full assessment of individual personality strengths or weaknesses which might affect their compatibility with the firm.

In 2003, many law firms will attempt to become more competitive through strategic planning, marketing or reorganisation, and they will not be wrong to do so. But they will be only half right, unless they also address critical people issues head-on.

Having the right people in the firm is not a luxury—it is a necessity.

People who are working in roles that are consistent with their personality, values and interpersonal characteristics generally outperform those who are less well matched—by a ratio of two to one. By understanding these personalities you can:

- develop a greater sense of strengths
- more consciously build a firm's culture
- evolve a clearer marketing strategy
- hire more intelligently and
- cultivate business development by understanding what makes a successful 'rainmaker'

To find out how the Personal Profile System® can help your law firm please contact Dieter on +44 (0)1932-252804 or email dieter@westpointlearning.com

