



LAMP HOUSE

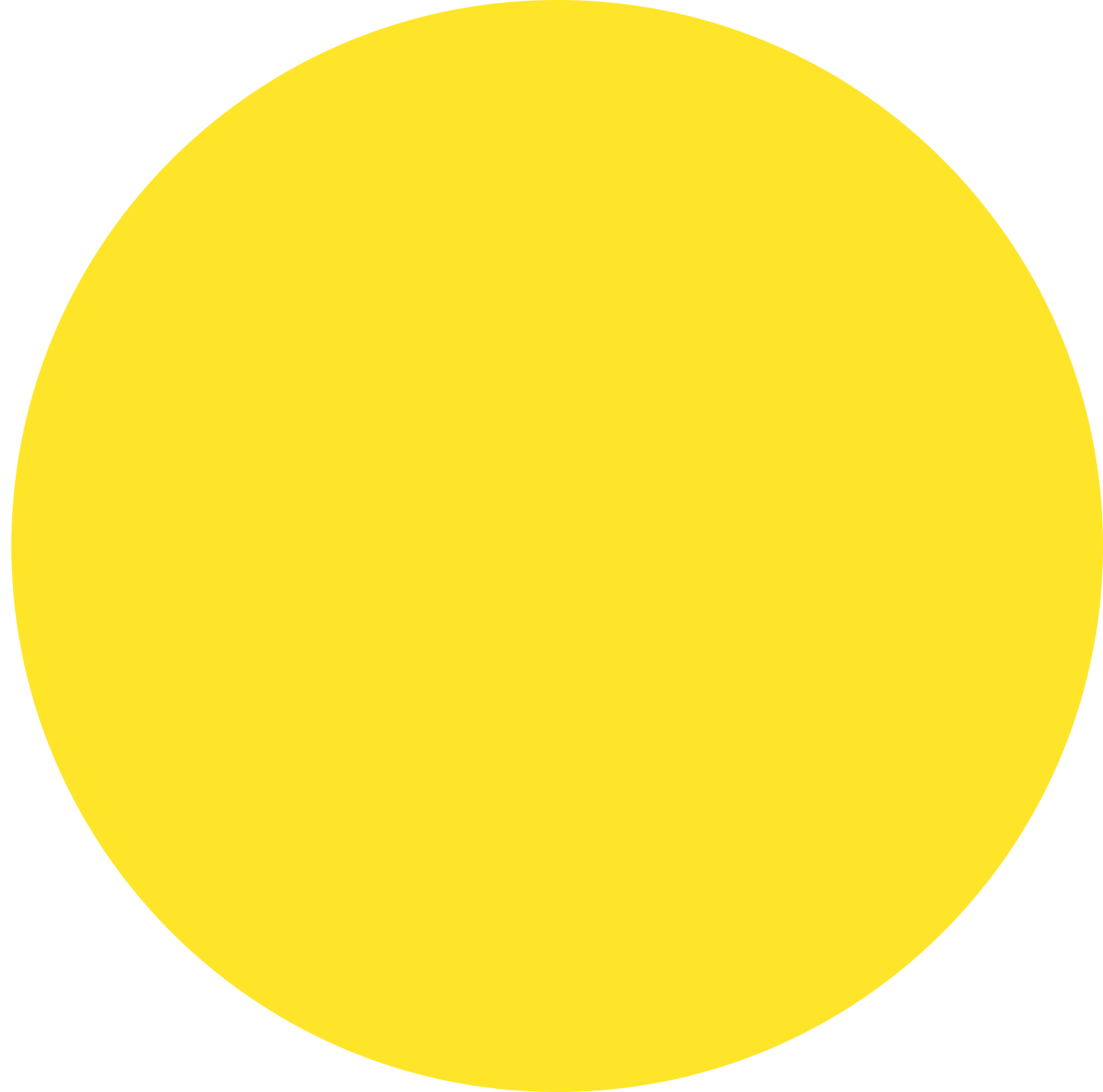
STRATEGY

The Changing Legal Landscape

October 2023



LAW FIRM
MARKETING SUMMIT

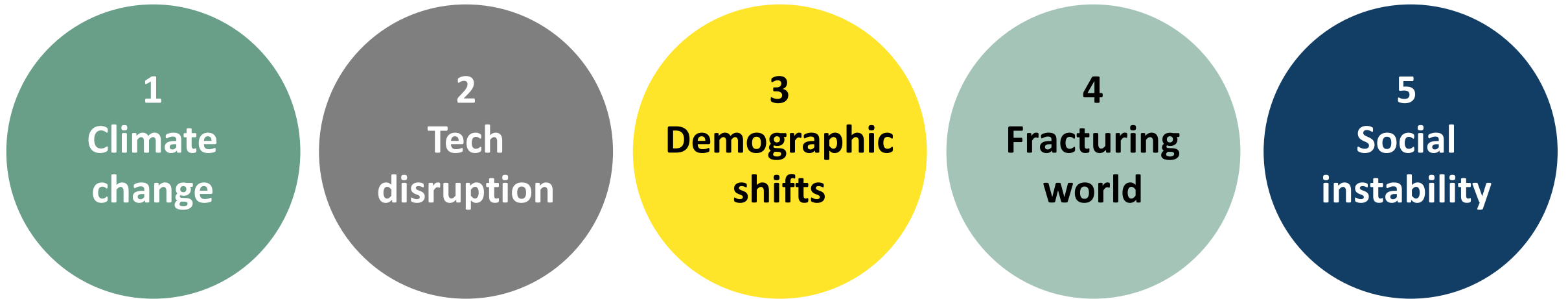


Today

1. Global megatrends
2. How clients are reacting
3. What legal buyers really value
4. How the supply side is evolving
5. Navigating brand change

Global Megatrends

According to PwC 2023



Clients are adapting



Launching new products and services



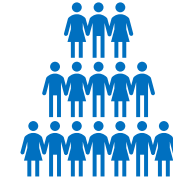
Rebalancing financials for new norms



Deploying secure tech to optimise and protect operations



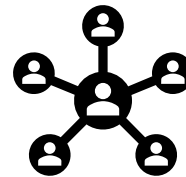
Insight to develop data-driven strategies



Empowering diverse talent



Reimagining the customer experience



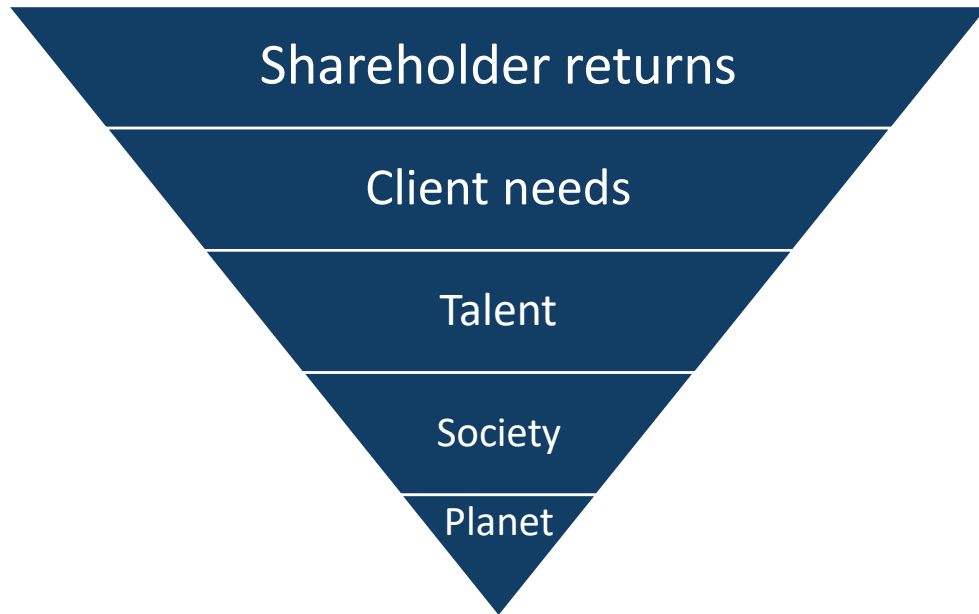
Developing resilient supply chains



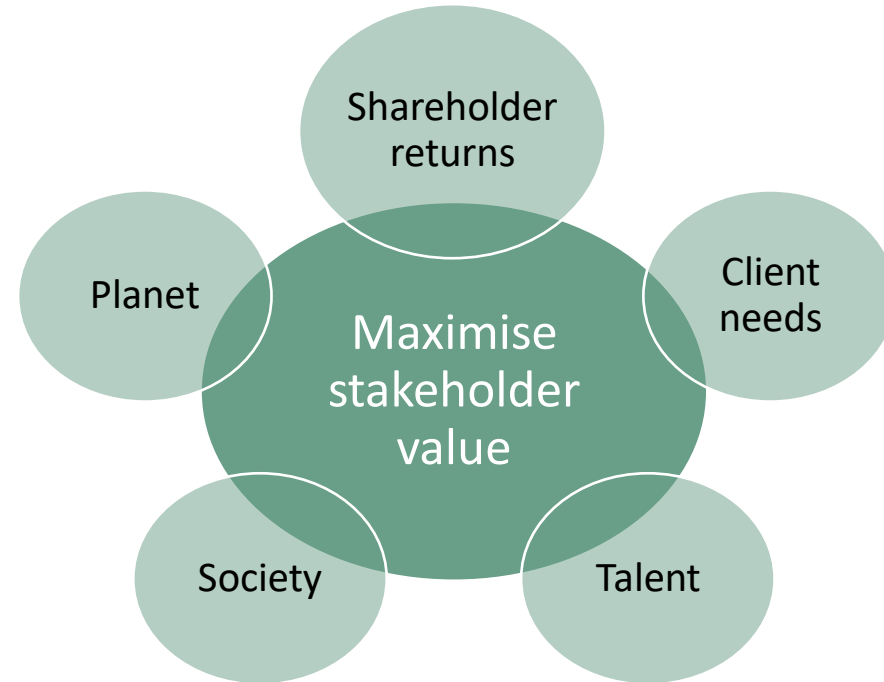
Partnering within the ecosystem

Whilst shifting to a new value system

Historic priorities



Future priorities



What remains of critical value to legal buyers

Leveraging
experience-based
judgement

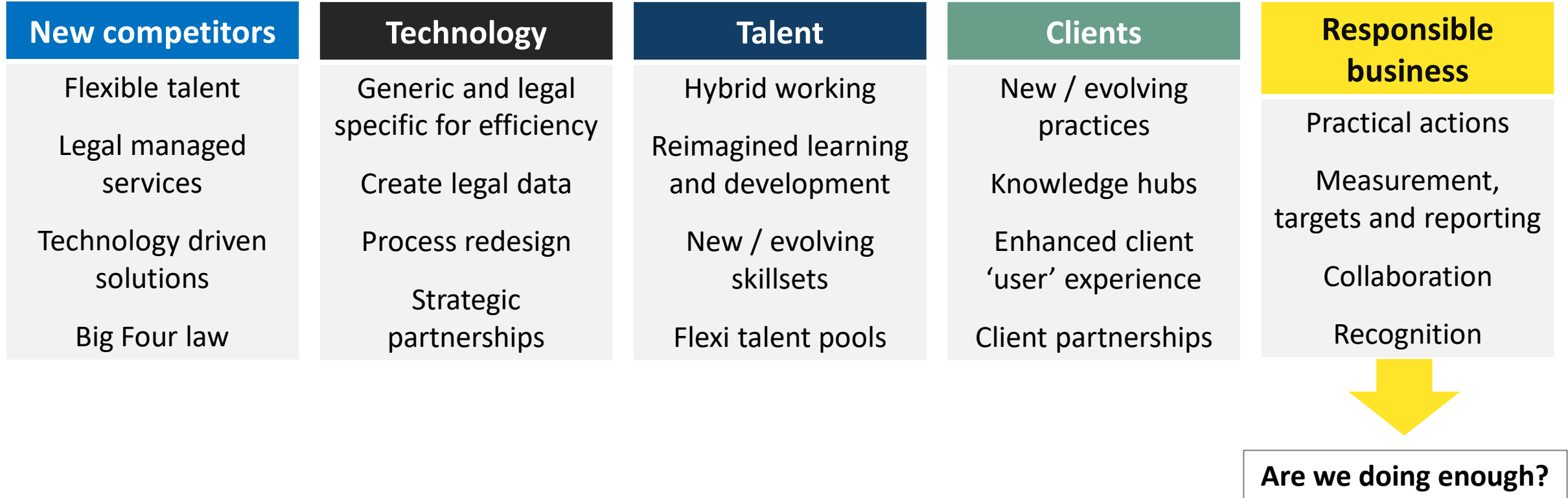
Trusted
people and
brands



Identification
and mitigation
of specific risk

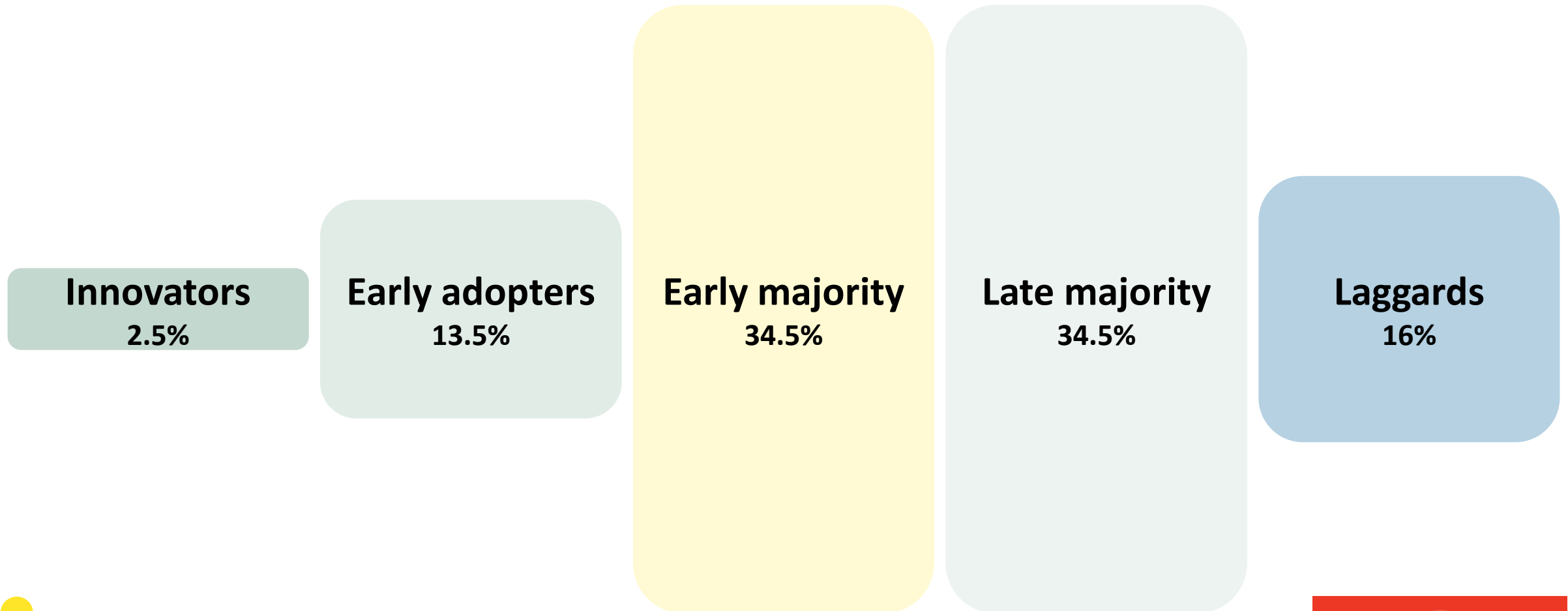
Outsourced
effective human-
led solutions

How the legal industry is modernising to respond



Diffusion of innovation (Rogers 1962)

Diffusion of Innovation (DOI) Theory,
developed by E.M. Rogers in 1962



Diffusion of Planet strategies at UK law firms

Examples

Innovators

- ✓ Measure Scope X
- ✓ Report Scope X

White space

- ✓ Scope X target
- ✓ Carbon removal

Early adopters

- ✓ Food waste reduction
- ✓ Carbon literacy training
- ✓ Recycle/reuse tech

Early majority

- ✓ Target Scope 123
- ✓ Report Scope 123
- ✓ Net Zero target date
- ✓ Energy reduction
- ✓ Single use plastic reduction
- ✓ Sustainable business travel
- ✓ Local/ethical suppliers

Late majority

- ✓ Measure Scope 123
- ✓ Paper reduction
- ✓ Renewable energy

Laggards

Adapting and evolving brand

Authenticity

Transparency

Communication

Dilution of brand – the leakage problem

SETTING DIRECTION



INTERNAL EXECUTION



EXTERNAL EXECUTION



Not embraced by all Partners
Loud voices dominate

Poor decisions
Lack of investment
Lack necessary skills

Lack of transparency
Partners aren't reinforcing messages to clients

Major client shifts represent huge opportunities

ESG

Generative AI

Supply chain resilience

Future of work

Regaining trust

Client development

Use issues to develop more strategic conversations



Grow long term client value and elevate firms positioning

Brand positioning

Thought leadership to create authentic voice



Brand enhancement & differentiation