

Newsletter from Boyd Butler at www.greatlegalmarketing.co.uk

Why Up Or Out Destroys Law Firms Eventually...

Back from your holidays? Me too.

Dreaming of that house in the sun and running a virtual law firm?

If you want to I bet you could do it within 36 months...something to think about hey?

Here's something I am putting on my website later...thought you'd like a sneak preview...it's that No Contest book by Alfie Kohn I read on holiday that made me think about it...

"Why should I bust a gut, I'm not a legal partner so I ain't gonna earn more out of doing this!"

That's something you hear in all firms. (maybe you have said it sometime) It made me think of the "up or out" system within law firms. If you are good enough you make partner and share in the success. If not, you're part of the "rest".

At least that's how it seems to many people that work as lawyers. If there's a them and us culture in your firm it means that people are not co-operating. It's more likely that they are *competing*.

Many people assume that competition brings out the best in people. And the Darwinian "survival of the fittest" is often used as a scientific justification of this type of approach. But does competition really help your law firm internally?

When someone wins - someone loses. And 99% of people have been taught they if they are not winners they are losers. And if you lose how does it affect you and your staff? If the answer is negatively then you are duty bound to find an alternative. And that alternative is co-operation.

Co-operation is win/win.

It's coaching staff so that you can transfer knowledge, it's finding best practise and disseminating it, it's scheduling work so that everyone gets interesting things to work on. It's not having favourites, it's saying someone is different not better, it's helping not hindering.

Think about how Amazon allows co-operation between store owners and buyers. Or how Linux allows programmers to co-operate on open source software. Or how Betfair lets punters

bet against each other.

There's an old football saying that there is no *i* in *team*.

So if you aren't referring internally, working with business partners or simply taking the time to help each other then you are probably over-competing. Try a bit of un-learning.

Try a bit more co-operation in your law firm.

Put on your next management meeting the words...

How Can We Co-operate More In Our Firm And Externally With Partners To Make Our Business Win Win?

And make sure you invite all staff to contribute with their ideas.

Incidentally, it is not the case that Darwin coined the term "survival of the fittest". When you think about it his theories demonstrated that by co-operating in distinct niches animals had the best chance of surviving. It was the exploitation of these niches that was observed. What niches can you law firm thrive in?

[Make All Your Calls "Great Calls"](#) - I've got a little piece of A4 which really helps me convert lots of my phone calls from average to great. Email me back and you can have it if you like as a "welcome back to the most important year of your life" present.

PS nice message from one of my clients...you should know by now the importance

[I place on testimonials...;-\)](#)

"Boyd,

I hope that you are having a good holiday. Just to let you know that we have been awarded the work. There were originally 65 applicants at the first stage. It went down to 14 applicants at the second stage and at the interview stage there were 4.

Thanks for your help.

Rachel.

FIELD SEYMOUR PARKES SOLICITORS

They prepared, they thought about what the client wanted, they presented well.

They got the business - (six figures).

Remember to check out www.greatlegalmarketing.co.uk from time to time and if you really don't want to be part of it - let me know. I have a specific ask of you today. Can you recommend my site to 3 other lawyers? If they sign up we'll get more people co-operating and more brain power means more solutions.

Thanks.

Paul Hajek from Clutton Cox in Chipping Sodbury must be very happy with his team Spurs this season...make the most of it Paul!!

Oh yes..if you want to get rid of me and destroy a wonderful thing...send me a note about u-n-s-u-b-c-r-i-b-i-n-g