
GGI PRACTICE GROUP WEBINAR BUSINESS DEVELOPMENT & MARKETING

Tuesday, 14 September 2021, 10:00 am EDT (Eastern Daylight Time) | 16:00 pm CEST
(Central European Summer Time)

Chairs: Jim Ries & Talia Berger

Guest Speaker: Tim Nightingale



He or she who listens, wins

Here's something that we all know but that plenty of firms pretend not to hear: legal knowledge and expertise is only half the story. The other half is the service that surrounds it, whether that's the people, the leaders, the technology, the locations of offices, the commerciality of the advice, the wider understanding of the business, cost estimation or the approach to billing and more besides.

Lawyers have to have a handle on all these things and time is short. The business model demands that billing targets are the main priority, so often something has to give. That means someone else has to listen to clients, to understand them, their business, their needs, their culture. What are they doing on diversity & inclusion or social value? We need to know, we need to align. If we fail to do these things, we are putting ourselves at a competitive disadvantage.

This webinar will look at the tools that can be used to determine where your firm is at; what clients say and why being client focused is a cornerstone of your firm's strategy, not a box ticking quality assurance exercise.

About the Guest Speaker

Tim Nightingale founded Nisus Consulting in 1994 with the aim of helping professional services firms become more client focused. In the intervening quarter of a century, Nisus has worked for a wide range of law firms both in the UK and abroad, accountancy firms, management and property consultancies and an international engineering business.

He has an MBA from Cass Business School, is a Fellow of the Chartered Institute of Marketing and a full Diploma member of the Market Research Society. Tim is a regular conference and seminar speaker.

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He is a co-author of *'Strategic Tendering for Professional Services – Win more, lose less'*, which won the Marketing category of the Business Book of the Year Awards 2018.

Outside of work, Tim is a (slow) runner, sometime cyclist, retired ski guide and aspiring photographer.

This webinar is for members of the Practice Group and any GGI members wishing to join the PG. Please check within the internal area of ggi.com for the link to register or simply click on the button shown. We use Zoom for our meetings. Once you register, the meeting ID and password will be sent to you.

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If you are unable to register, it might mean that we do not have you in our database. Please email **Anita Szoeki** (szoeki@ggi.com) so that we can add you to the invitee list.

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