

Effecting Communication Change

**Presented to
Queensland Association of Law Firm Marketers
May 2006**

It's Hard to Effect Change



What do other professional services firms' marketers say?

- **“I’m sick of writing plans that sit on a shelf.”**
- **“They don’t even know what I do.”**
- **“No one responds to my emails.”**
- **“It’s like pulling teeth trying to get them to help me help them.”**

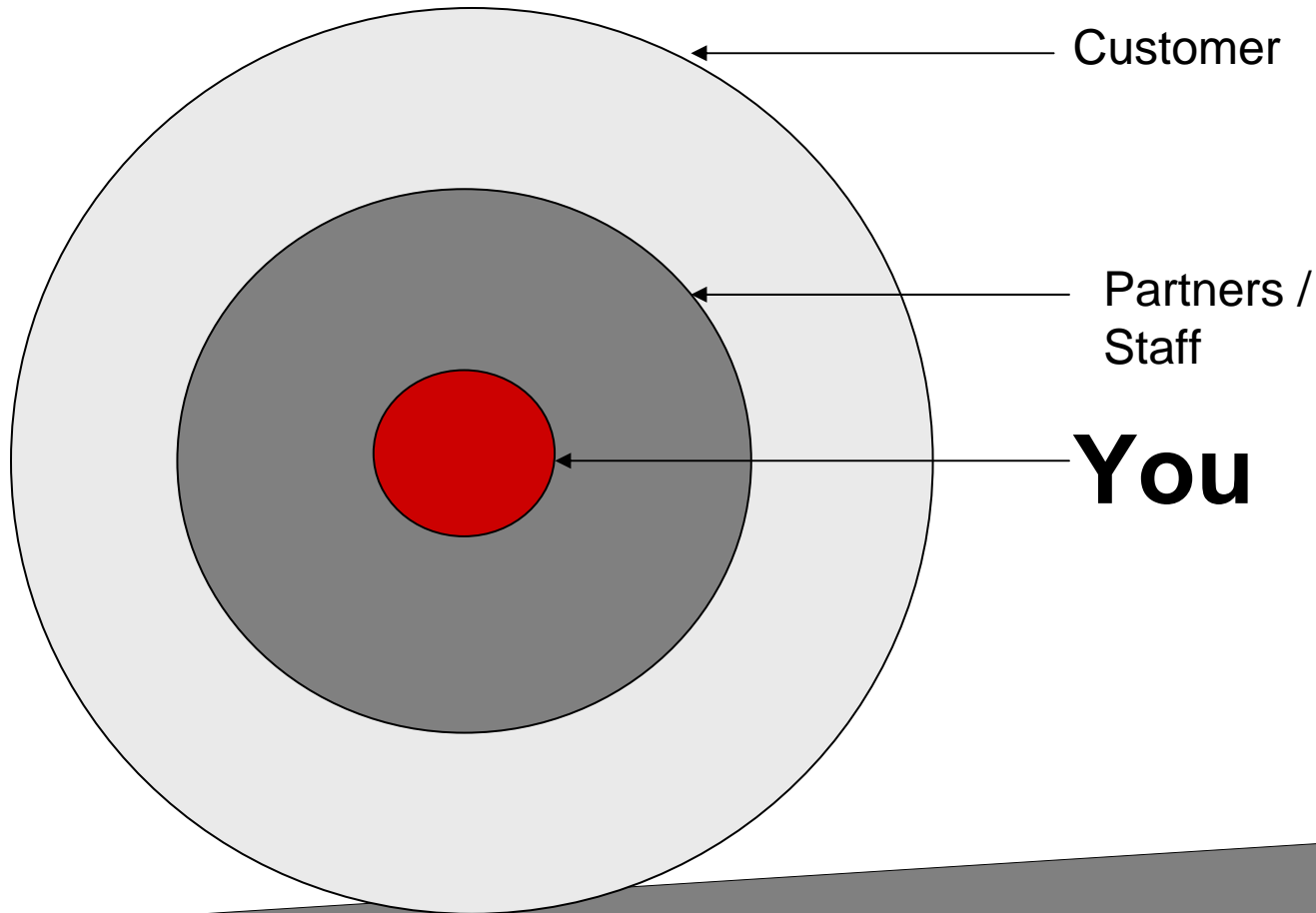


Agenda

- **A communication process**
- **Getting buy in**
- **Being heard & getting cut through**
- **Testing**



A Communication Process



Changing market perceptions needs to start with YOU as the catalyst.

A Communication Process



Developing a communication plan starts with **CLIENTS** and then your **STAFF** .

1. **Understand your target audience ► the partners**
2. **Present research**
 - (eg. stats on the market / clients / competitors)
3. **Link to business plan**
4. **Develop a hard, testable strategy TOGETHER**
 - Use partners meetings & staff meetings

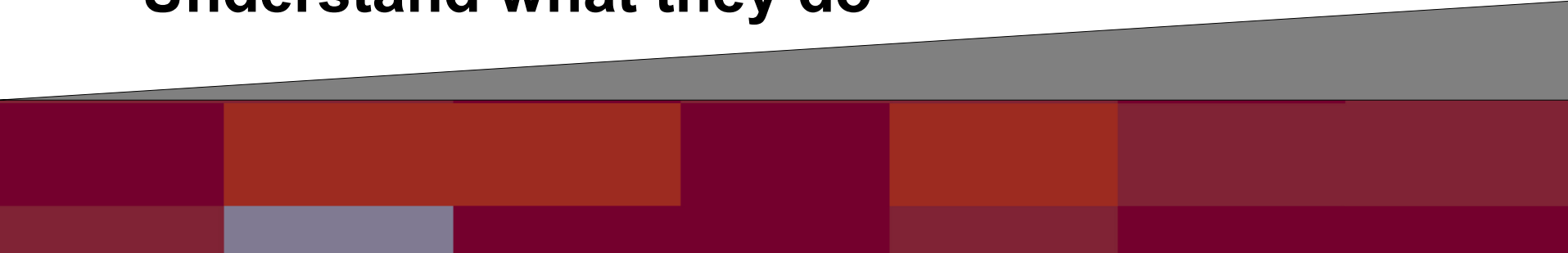


Getting Buy In



- **Find a champion**
- **Promote marketing achievers**
- **Establish KPIs**
- **Make it enjoyable**
- **Understand what they do**



- **“I need...”**
 - **Being quiet**
 - **Waiting**
- 



Being Heard: “Three Cs” Strategy

1. Cut-through communication tools


- Technology-driven
 - Email, intranet, e-newsletter
- Relationship-driven
 - Hand-written notes, face-to-face, drinks, meetings

2. Credibility

3. Coordinated approach

- Have a plan
- Have a forum
- Use the firm’s language

According to the National Research Bureau, the average businessperson sends and receives about 90 messages a day.



T&D, January 2006

Testing

- **Pre-testing**

- **Who:** clients, partners, associates, referral agents
- **How:** Perception surveys, online surveys
- **What:** Measure against objective
(eg. Awareness vs action)

- **Post-testing**

- **Me-testing**

- Build in evaluation measures
- Formal and informal





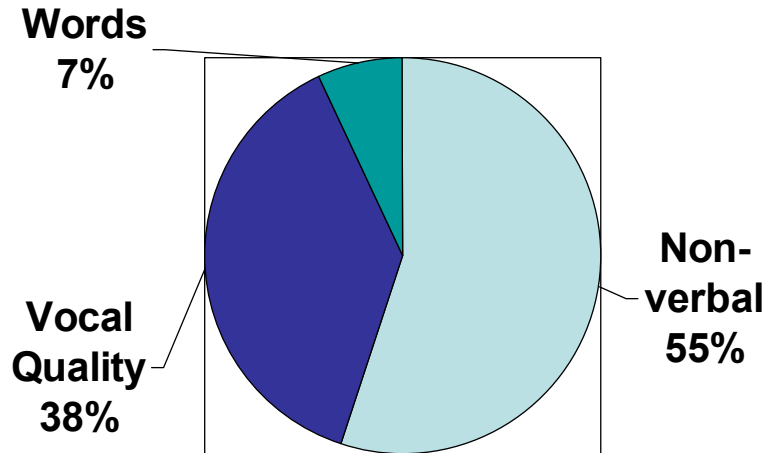
Questions



What People Notice



Face-to-face



Over the phone

