

Innovation and operational excellence



We know that operational excellence comes from top-down leadership and strategy that concentrates on keeping our teams focused, upskilled, motivated and encouraged to collaborate. We strive to create a progressive culture of continuous improvement through recruiting to meet knowledge/skills gaps, investment in technology, management systems, monitoring our competitors, professional development and encouraging our employees to share innovative ideas.

All our employees are encouraged to be involved in improving processes and systems across the firm and then ensuring new improvements are implemented across all our offices through collaborative team projects. In practice we:

- ▶ Seek out client and employee feedback.
- ▶ Implement individual training and development plans including a review system.
- ▶ Cross-training within the teams to close skills gaps and provide contingency.
- ▶ Communicate regularly with our IT and Marketing Consultants to ensure our technology and marketing activities are fresh and efficient and effective.
- ▶ Encourage all staff, not just the senior team, to attend networking events to gain fresh ideas and insights to bring back into the firm. This also exposes junior staff to the wider business community and enables them to make contacts and network.
- ▶ Operate a forward-thinking recruitment policy that fills skills gaps, resources new market opportunities and trains young workers for the future into the legal profession.

