

Size 10½ Boots' 2025 Learning & Development Directory

Practical blended learning programmes designed specifically to help solicitors, patent and trade mark attorneys, accountants, barristers and architects to improve their approach to business development

Accredited by



Used by



www.tenandahalf.co.uk
info@tenandahalf.co.uk

The most effective marketing tool any law firm, intellectual property firm, barristers' chambers or accountancy or architectural practice has is its staff.

But, can you honestly say yours generate as many opportunities as they could?

If your solicitors, barristers, attorneys, architects or accountants are going to spearhead your business development they need to have the skills, confidence and focus to get out and win the right work from the right clients.

Tenandahalf deliver bespoke business development workshops specifically designed to provide you with those skills and with that confidence and focus. Our workshops are packed with practical proven marketing and business development tips and ideas your fee earners can use to win new work for your firm or chambers long into the future.

More importantly our specialist business development workshops will improve the results your business development generates by:

- Introducing new ways to win work, ideas that can be put into practice immediately to start winning work
- Helping your team develop the confidence they need to market more effectively and win more work as a result
- Showing each candidate how to create the BD blueprint that works best for them so they are more comfortable with marketing and more likely to generate results
- Providing the skills needed to increase your client retention and create more value from your existing relationships
- Helping your fee earners stay closer to their markets so they are best placed when opportunities arise

Throughout every training programme we'll try to simplify and demystify the BD process and bust some of the myths that tend to surround marketing within the professional services. Instead of talking about marketing and business development in the workshops we'll talk about visibility and, more specifically how you create visibility and the best tactics to make sure you stay visible to the only 3 sources of new work – your **clients**, your **contacts** and your **targets**.

Tailor made for you

All of your workshops will be made-to-measure so they meet your exact requirements and are delivered the way you want them to be, in person or virtually using Zoom or Teams if restrictions require us to do so. This learning & development directory explains some of the workshops we've run in the past but only to illustrate what we could do.

We will work alongside you to make sure you get exactly what you want and need using a very simple process:

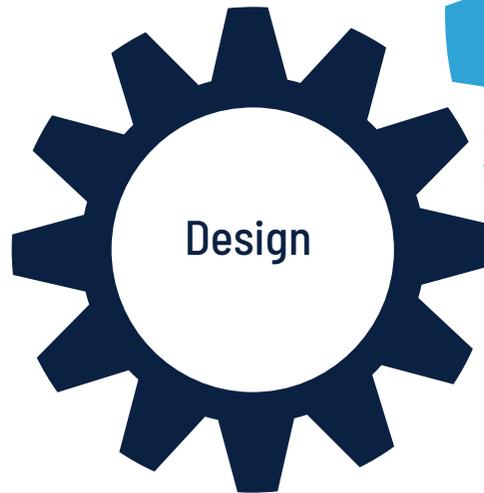
1. Discuss

We meet with you (in person or via video) to discuss what you'd like us to cover, what your objectives are and the composition of the group



2. Design

We'll design the slides, share them with you and make any amendments, additions or deletions before final sign-off



Deliver

3. Deliver

We deliver your workshops in person or online



A blended learning approach

While workshops offer the perfect vehicle for tackling your key business development training needs, they may not cover the more specific requirements of some of the solicitors, accountants, attorneys, architects or barristers in your team.

Similarly, some may be nervous to ask questions in front of their colleagues or would perhaps like more time to explore how best to approach particular or specific opportunities.

It is for exactly these reasons that Tenandahalf provide 1on1 BD coaching.

Working 1on1 with one of Tenandahalf's directors offers you:

- The opportunity to focus on what you want to do and how best to do it, so you can develop a personal BD blueprint that you can use to win work throughout your career
- Access to the best practice we've built up in our professional services and corporate lives; tips you can employ immediately to win work
- A personal sounding board to discuss, refine and implement the marketing initiatives that will help you build your practice
- A chance to discuss wider issues in confidence with an experienced business person

And again, depending on how strict the current restrictions are, we can deliver our coaching via video or telephone if meeting in person isn't an option and then return to meeting in person when restrictions are relaxed.



And don't forget, Tenandahalf are fully accredited by the Solicitors Regulatory Authority so solicitors can claim CPD points for both workshops and 1on1s

All of our training modules are designed to your exact specifications: the following are examples of workshops we've run in the past.

It is representative rather than exhaustive. We can adapt, combine or create something brand new depending on what you need.

How smarter fee earners win more work

What you will learn

Why traditional approaches to marketing & business development (advertising, sponsorship, attending the same old networking events) don't work anymore

A new model ('Intelligent Marketing') based on visibility

How to generate a better return from the time and budget you invest in business development

How to find business development activities that best fit the different personalities of your fee earners

Which means...

You will see an increase in confidence which means your group will do more business development which should lead to more fee opportunities

Your fee earners will be more focused and engage in business development that actually delivers results which will make your BD less time consuming and more cost effective

Both your fee earners and your firm have the practical tools you need to make your business development more effective and easier to implement

"Bernard provides refreshingly down-to-earth advice. He was great at demystifying and humanising a series of marketing concepts and giving us practical action plans we could each take away from our training session."

John Haresnape, Head of UK Business Development, Taylor Wessing LLP.

How to network effectively

What you will learn

How to leverage existing relationships

How NOT to work the room but create meaningful new relationships by helping people and building trust

How to follow up by focusing on 'coffee' NOT instructions

Which means...

Your fee earners will generate more visibility and more opportunities as a result of networking

Fee earners will grow their network which will also create more business opportunities

People won't waste billable time going to the same events as your competition because they will be more targeted which again will lead to a better return from networking

"I first met Tenandahalf about 10 years ago and since that time their dynamism and great spirits have never dipped or diminished. Combine that with astute and incisive minds and you have an unstoppable force! They have helped me massively in formulating, driving and challenging my business development and marketing initiatives and, as a result, improved both me as a person and the business. I would recommend them without question."

Chris Cairns, Partner, Alliotts Chartered Accountants

How to target, attract and convert new clients

What you will learn

How to become more effective by adopting sector principles to win new clients

How to position yourself or the firm as the 'go to' person/ firm in your local area or chosen sectors

How to research and build target lists and also...

How to run direct marketing campaigns that grab the attention of those on the lists

How to follow-up effectively on these campaigns

Which means...

A more targeted approach means a more cost effective approach and a higher likelihood of results and a much higher return on your marketing investment

An increased profile for you and your firm which will make it easier for buyers to find you and instruct you

Less time and budget will be wasted on events and other media that will realise minimal success

"Bernard's style is very clear and inclusive and led to many "eureka" type moments. Size 10 ½ Boots are always available to provide support and advice and it is clear they care about their work and that it is important that their clients get the results they should. I would recommend Size 10½ Boots to anyone in the legal sector."

Scott Baldwin, Senior Clerk, St. Mary's Family Law Chambers.

How to implement a sector marketing strategy

What you will learn

- Why sector marketing is more than just website copy
- Why focusing on sectors is a good idea
- How to identify which sectors to focus on
- The importance of getting the right people in the right sector teams
- How to implement your sector strategy (meetings, materials and management)

Which means...

- You will boost your profitability by reducing your cost of sales
- You will have a blueprint to launch additional sector strategies in the future
- You will be able to communicate with your target market in the language your clients use
- (immediately making yourself the most credible option for them)
- You will be able to use your resources and marketing budget more effectively
- You will be able to target new clients more effectively

"I have received nothing but positive feedback from colleagues on the sessions Bernard has run; he achieves great levels of engagement, he is straight talking, highly credible and empathetic and able to focus people to a plan that they are bought into and motivated to deliver."

Neil Cormack, (then) Head of Business Development & Marketing, Lupton Fawcett.

How to get articles published for free in publications that your clients actually read

What you will learn

How to incorporate both the local press and relevant trade press into your marketing strategy

How to identify the right publications for your target audience

How to come up with ideas that will make pitch-able articles you can get published

How to use your articles to generate work once they've been published

How you can excel at business development without having to walk into a room full of strangers

Which means...

You'll reach the majority of your target market for free – outlining your expertise and approach at the same time

You will build a profile in the right places in a very targeted way, positioning yourself perfectly for future work opportunities

You will make it easier for your targets to find you so you don't need to spend time (or risk the pain of) 'cold calling'

You will position yourself (or your colleagues) as a potential speaker for industry events

"Size 10½ Boots designed and delivered a coaching project as part of our Management Development Programme. They were approachable, amiable and extremely knowledgeable about BD, specifically in our sector and quickly built a rapport with the fee earners concerned."

Paula Bailey, Partner and Head of Employment Law, Howes Percival LLP.

How to present with real impact

What you will learn

How to really engage an audience

How to make sure your audience are fully prepared to 'take the next step' and keep your conversation moving forward

How to increase your confidence when it comes to giving presentations to anyone in any environment

Practical techniques that will help you plan, develop and deliver stronger presentations

Which means...

You will be more confident in delivering talks to any audience

Your talks will lead to better outcomes, i.e. conversations, enquiries and instructions

You will be immediately recognised by your target markets as the 'go to' professional which will again increase the results your BD generates

You will be invited to deliver the same talk again, putting you back in front of your target market but saving you the time to find new slots (or prepare for them)

"We are seeing the results that were promised and a new enthusiasm from the firm to embrace BD."

Jason Edge, (then) Head of Marketing and Business Development, Mayo Wynne Baxter Solicitors.

How to create more value from your existing relationships

This module covers principles often/ alternatively referred to as Key Account Management or Client Relationship Management

What you will learn

A structured and systematic approach to managing key client and referrer relationships

How to use these relationships to generate more work and more referrals

How to make it easier to win new clients by building case studies and testimonials from existing clients and referrers

Which means...

You will increase your profit by reducing your cost of sales because you won't have to chase new clients using expensive and ineffectual 'spray and pray' marketing

You will protect your existing relationships from aggressive and predatory competitors and increase your client retention rates

You will make your business planning more robust by basing your marketing choices on what your clients want, not on guess work and inertia

"We used Bernard to help us develop our Business Development strategies to take the firm into its next stage of growth. They are exceptionally good at getting to the heart of a problem very quickly and showed great skill in helping to mentor our fee earners develop their business development skills."

Stephen Beck, Managing Partner, Whitehead Monckton.

How to follow up properly so that you keep on creating new opportunities

What you will learn

The 3 stages of a relationship: get out (build visibility), get on (build rapport) and get in (add value)

Practical tips on how to nudge conversations forward

Calls to action: what they are and how to use them

What to do next if emails or calls aren't acknowledged or returned

How to turn promises into meetings

How to add value to create a sense of urgency and reciprocity (and that doesn't mean just referrals)

Which means...

You will reduce your cost of sales by converting more coffees into new business

You will be more confident in following up and moving things forward

You will learn practical ways to grow your relationships by finding creative ways to add value (even if you can't offer traditional referrals)

You will be less dependent on going to networking events and waiting for the telephone to ring

"The client service reviews that Tenandahalf have done for us are invaluable in reinforcing to us what is important to, and just occasionally identifying things we could do better. I am glad we have been brave enough to get third- party feedback, and it is money well spent. It helps us see if we are delivering the Client Value Proposition, or just kidding ourselves."

John Lawrence, Senior Partner, Barker Brettell LLP.

How to make sure your conversations have the maximum impact

The professional conversations we're referring to will arise when networking, in 'coffee' meetings, presenting your ideas formally or informally

What you will learn

How people form impressions around the value and expertise you offer

The practical dos and don'ts when it comes to non-verbal communication

How to 'win friends and influence people' by making small adjustments to your words and your actions

How to dress to impress

How to build genuine trust with your clients, contacts and targets

Which means...

You will create better outcomes by creating a more positive first impression

You will have more confidence when talking to your clients and professional contacts in both formal and informal settings

You will save yourself time by getting results quicker and more easily

"Always ready with helpful, practical, clear, concise advice and friendly, prompt and accommodating in its delivery, Bernard has provided answers to our questions ... even the ones we haven't actually asked! They have helped us get answers from our clients about what they want and what they think of us and provided a range of other services including the support of our marketing planning and providing specialist business development training for our barristers that has helped to reinforce the message that you've got to get out there and give the clients some love! I gladly recommend Bernard to other Chambers looking to improve their marketing and business development."

Simon Boutwood, Chambers Director, Harcourt Chambers.

Chiefs of First Impressions: How can your support staff enhance your brand?

What you will learn

What is brilliant client service?

What you can learn from the retail and hospitality sectors?

Why your support and front of house staff are your 'Chiefs of First Impressions'

How to create a brilliant impression from every client's first point of contact with your firm

How to handle telephone enquiries more efficiently

How to improve the day-to-day operational procedures to remove any roadblocks to brilliant client service

Which means...

Your staff are working in harmony with the brand values you are communicating through your marketing

You improve client retention

You increase the number and quality of client referrals

You increase your staff retention and reduce the costs associated with staff recruitment

You attract new clients more easily through positive word of mouth

"YMU Business Management work with Size 10 ½ Boots to support our team in how to build and grow relationships. The success of the programme has led to its expanding. The mix of group training and 1-1 coaching is the way to go. And the different approaches of Bernard and his team are a key to keeping the content fresh and interesting. I want to highlight the personal service and the ability to tailor the approach to each member of the team as the keys to why I continue to work with Size 10 ½ Boots."

Andy Wansell, COO, Harbottle & Lewis, previously MD of YMU Business Management

How can you adapt your BD to meet a constantly changing world?

What you will learn

How to continue to remain motivated and flexible to move with these changing times

How to be proactive, rather than reactive in the face of changes to work practices

Practical tools to keep abreast of the latest technological developments

How to protect your existing relationships and keep attracting new clients while in a changing world

Which means...

You will be fully prepared and ready to face the new challenges

You will be able to protect your most important working relationships

You will be in a position to make better use of technology which will improve the efficiency and effectiveness of your BD

You will be able to employ the right BD strategies to match your business aspirations

“For a number of years, Bernard Savage has provided excellent services to our organisation, TAG Alliances, one of the leading alliances of professional service firms in the world. Not only are Bernard’s insights valuable, practicable, and effective, the ease at which he communicates them is what differentiates him from the competition. We appreciate Bernard and so do our members.”

Chris Cervellera, Esq, Executive Director, TAG Alliances.

The professional service firms we have delivered training for includes:



If you would like to discuss a
specific training requirement
please get in touch today:

Bernard Savage

t: +44 (0) 777 189 7772

e: bernard@tenandahalf.co.uk

Size 10½ Boots Ltd,
Holborn Gate,
330 High Holborn,
London,
WC1V 7QH

www.tenandahalf.co.uk
info@tenandahalf.co.uk



**SIZE 10½
BOOTS**