

How to make business development work in practice



A practical guide to improve your fee earners' return on time and budget invested in business development (BD)



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Little and Often

Forget grand gestures.

A BD away day once a year doesn't change behaviour.

But 10-15 minutes a week on the right activities does.

Consistency trumps intensity.



Business Development is for everyone

BD isn't one-size-fits-all.

Match the activity to the individual – writers post on LinkedIn, talkers host webinars, listeners deepen client relationships.

“That I have a full diary, interesting work and invitations to collaborate and attend top-notch events is a testament to your coaching. I am going to be more business minded and inject structure, discipline and rigour into my BD.

Thank you so much for being quite so brilliant. I hope many more barristers, solicitors and accountants are able to benefit from the Size 10 ½ Boots Midas touch. ”

Imogen Robins, barrister, 3PB

What Gets Measured Gets Done

Set Key Performance Indicators (KPIs) for activity, e.g. 'coffee' meetings, LinkedIn posts, events attended, articles published in target titles; and Key Result Indicators (KRIs) for outcomes, e.g. new instructions.

Track them like billables – monthly and consistently.



Client Time is Priority No.1

Do you want more profitable
new business?

Spend more time with clients
(existing and lapsed).

Check-ins, proactive ideas,
introductions, and independent
client listening show you care, they
keep you on your contacts' radar
and reveal opportunities.



Make Networking Inclusive

Networking isn't just for extroverts.

Encourage different formats:

One-to-one coffees

Events

Webinars

'Do It Yourself' groups based on like-mindedness, e.g. 'Suits & Vinyl' for music enthusiasts (pictured)

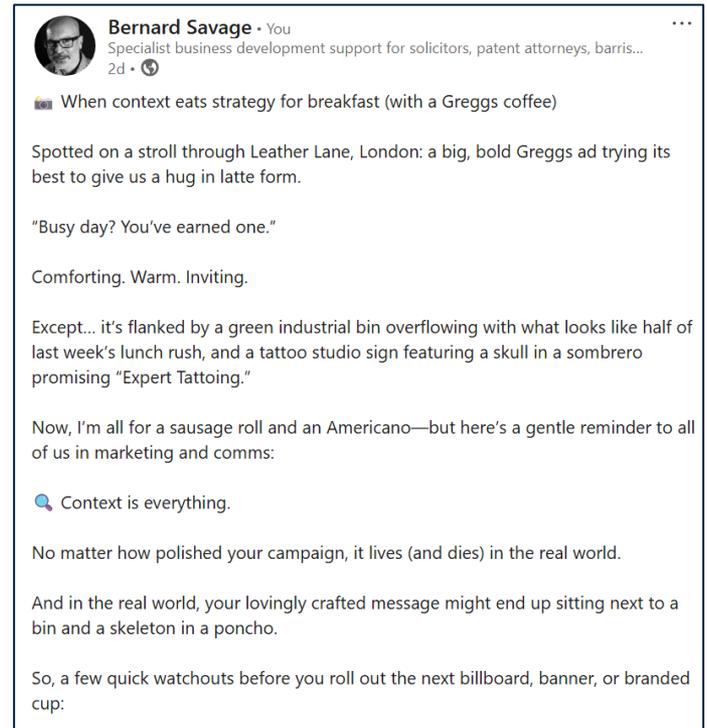
Keep it regular.

Make it expected.



LinkedIn done well is a goldmine

LinkedIn is a powerful tool.
Comment on posts,
share insights,
reconnect.



The image shows a screenshot of a LinkedIn post from Bernard Savage. The post is titled "When context eats strategy for breakfast (with a Greggs coffee)". The text of the post discusses a Greggs coffee ad in London, mentioning a "hug in latte form", a "Busy day? You've earned one." sign, and a "Comforting. Warm. Inviting." sign. It also mentions a green industrial bin overflowing with coffee, a tattoo studio sign featuring a skull in a sombrero, and a gentle reminder to all of us in marketing and comms: "Context is everything." The post concludes with "No matter how polished your campaign, it lives (and dies) in the real world." and "And in the real world, your lovingly crafted message might end up sitting next to a bin and a skeleton in a poncho." The post ends with "So, a few quick watchouts before you roll out the next billboard, banner, or branded cup:".

Bernard Savage • You
Specialist business development support for solicitors, patent attorneys, barris...
2d • 🌐

📷 When context eats strategy for breakfast (with a Greggs coffee)

Spotted on a stroll through Leather Lane, London: a big, bold Greggs ad trying its best to give us a hug in latte form.

"Busy day? You've earned one."

Comforting. Warm. Inviting.

Except... it's flanked by a green industrial bin overflowing with what looks like half of last week's lunch rush, and a tattoo studio sign featuring a skull in a sombrero promising "Expert Tatting."

Now, I'm all for a sausage roll and an Americano—but here's a gentle reminder to all of us in marketing and comms:

🔍 Context is everything.

No matter how polished your campaign, it lives (and dies) in the real world.

And in the real world, your lovingly crafted message might end up sitting next to a bin and a skeleton in a poncho.

So, a few quick watchouts before you roll out the next billboard, banner, or branded cup:

"Working with Bernard Savage has given us a real boost. Bernard is not only an expert at company-wide business development strategy but is especially good at working with individuals on a one-to-one basis, to help them develop the skills that they need."

Alistair Hindle, Managing Director, Hindles Patent & Trade Mark Attorneys

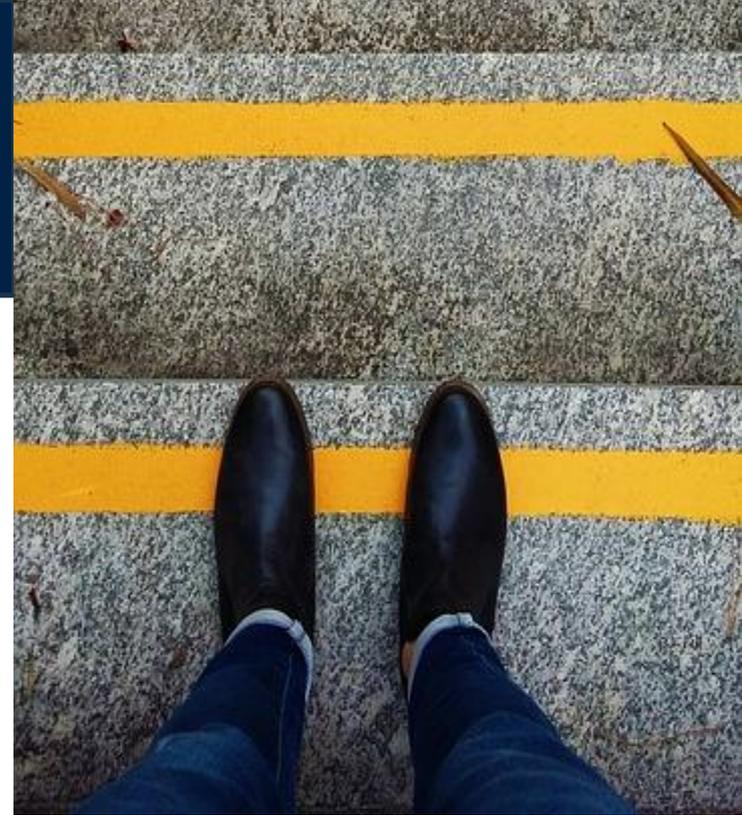
The Secret? Habits



Firms that grow make BD a habit.
Partners lead, people are supported,
and activity is expected.
It's not magic – it's consistency.

Next Steps

1. Start small – one BD task weekly.
2. Track activity and review monthly.
3. Invest in client listening.
4. Make BD cultural.
5. Get external support.



“Bernard has delivered a number of business development training courses, both face to face and webinars, for the LawNet membership. His courses are always very topical, interactive and engaging and consistently get excellent feedback. Our members benefit from Bernard’s knowledge and experience and always pick up plenty of practical tips and ideas that they can easily implement in their day-to-day work.”

Peter Riddleston, Learning & Quality Director, LawNet.

What next?

If you'd like to discuss how your firm can get a better return on its marketing and business development investment, please email us at info@tenandahalf.co.uk and we'll find a convenient time to talk.



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