

## **the Walker Clark difference**

Here is how Walker Clark is different from traditional consulting firms--and how we can make a big difference for your firm's Latin American practice.

**We specialize in the legal profession.** Unlike general consulting firms that occasionally work with lawyers, we work every day with the special characteristics that make the practice of law unlike any other business or profession.

**We provide a multidisciplinary approach.** Our team includes recognized experts in psychology, business economics, marketing, legal management, and professional development.

**We work every day in Latin America.** In fact, we have worked with more law firms in more countries in the region than any other legal management consultancy. Nobody knows this part of the world better. We know the lawyers and the managing partners. We know what they need and want in relationships with North American and European firms -- and what they aren't getting.

**We have been where you are now.** Our team members have international business experience measured in decades, not years. We know what it's like to compete in a fast changing global marketplace, to deliver a business plan, and to get the best performance from each person. We focus on practical solutions and real-world business results, not academic theory.

**We deliver what you need, not what we need to sell.** We do not provide "off-the-shelf" or packaged services or products. Instead, each service, project, and program is custom-designed to fit the unique business environment and professional culture of our client.

**We build ongoing relationships with our clients, not just engage in transactions.** We do not just dump a report on your desk and vanish. Each engagement includes follow-up advice and assistance. As a result, most of our active clients have been with us for more than two years.

**We deliver world-class services at a reasonable price.** We offer the Latin American Strategy Review at a fixed fee, which also includes all of our expenses.

## **our Latin American strategy team**

### **Norman K. Clark**



Founding Principal with 17 years experience advising law firms and in-house counsel worldwide

Lawyer and former judge with more than 20 years practice experience

Specializes in international business strategy

Leading authority on business development and management of legal services in emerging economies

Chair, IBA Law Firm Management Committee

Fellow, College of Law Practice Management

### **Fernando Moreno**



Principal with 14 years experience advising professional services firms worldwide

Economist with more than 20 years experience in senior marketing, operations and business development positions in multinational corporations

Specializes in strategic planning in Latin America and the Caribbean, the development and implementation of marketing plans, feasibility studies for new products and ventures, law firm valuations, and general management coaching

### **Lisa M. Walker Johnson**



Founding Principal with more than 17 years experience advising law firms and in-house counsel worldwide

More than 10 years experience as a senior executive in the banking industry

Counseling psychologist specializing in implementation of business strategy and marketing plans, as well as

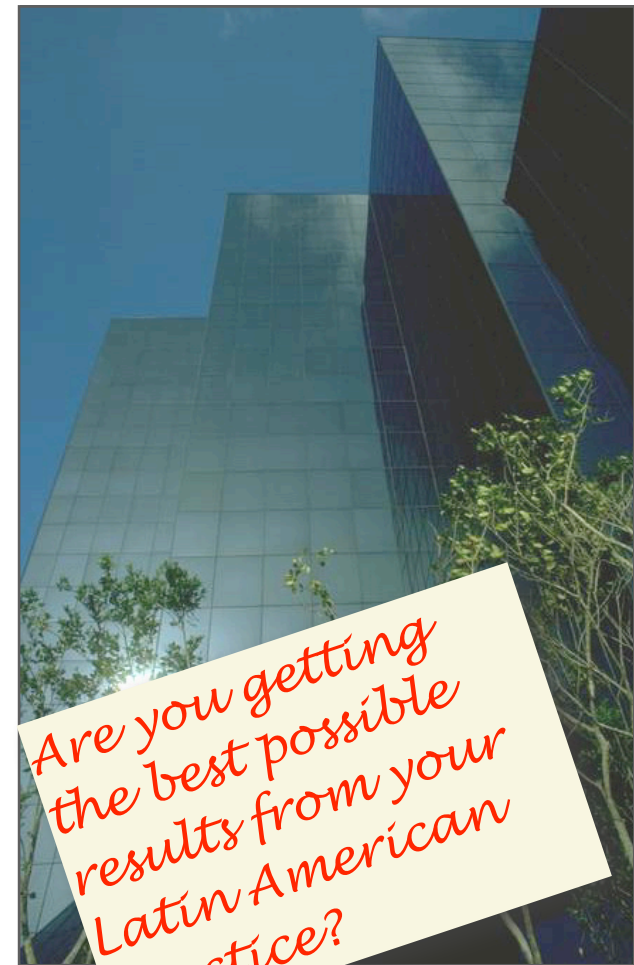
improving business performance of law firm partners and practice groups

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## **LATIN AMERICAN STRATEGY REVIEW**



**WALKER CLARK**  
Business Advisors and Counselors to the Legal Profession

# the Walker Clark Strategy Review



More than 140 law firms in North America and Europe advertise their Latin American practices, yet most of them are virtually unknown in the region.

Latin America is home to some of the most challenging legal markets in the world. New opportunities for multinational and regional investment are producing new demands for world-class legal services. Overall demand for legal services in Latin America is expected to increase by at least 60% during the next five years, and may double in some key markets.

Competition is getting tougher. Some of the best-known, most successful foreign law firms are consolidating strong market positions in key industry sectors. Local Latin American law firms are stronger than ever, with modern management systems and world-class legal talent.

How is your firm positioned to compete successfully in this increasingly complex and crowded market? Walker Clark can help your Latin American practice achieve its full potential.

## a time to ask some hard questions

Does your Latin American practice have what you will need to survive the competition and enjoy your share of the growth?

- *How much money is your Latin American practice leaving on the table or, worse yet, out in the street?*
- *How can you get a better return on your current investment in your Latin American practice?*
- *What are you not doing now that you will need to do to remain competitive and profitable?*
- *How can you make the strongest business case to your partners for continued investment in a Latin American practice?*

A Walker Clark Strategy Review will guide you to the answers that make the best business and strategic sense for your firm.

## **“...the most intellectually intense day I have ever spent at this law firm...”**

Walker Clark client

The heart of the strategic review is a one-day Strategy Review Conference. Two members of our team will meet with partners from your Latin American practice for a full day to investigate, analyze, and explore your practice with you.

With an agenda that has been custom-designed specifically for your firm, we will work in your real-world environment, with practical analytical tools and planning methods rather than vague “best practices” or theory.

Within 30 days after our meeting with you, we will summarize the results of the conference in a written strategic guide, which will contain a recommended positioning statement and a draft action plan for your Latin American practice.

## sample agenda points

Each law firm needs its own strategic agenda; but here are some examples of the questions we address during the Strategy Review Conference:

- *How do we know that we are marketing to the right clients and industry sectors?*
- *What are the services that our best clients will need over the next three years? Can we deliver them profitably?*
- *In what specific countries should we focus our marketing resources and attention? Are there any that we should avoid?*
- *How should we identify and manage relations with local counsel in Latin America?*
- *What is our reputation in the client sectors and legal markets that are most important to us? How can we improve it?*
- *What skills and service delivery capability will we need in order to compete successfully?*
- *How will we know that we are achieving our full potential in Latin America?*

