



# Strategy and Rainmaking for Law Firms

Stephen Gold · October 25th · Radisson Blu, Glasgow

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**Introductory offer: £120+VAT! Book Now →**

## Where do we play? How do we win?

### A Masterclass in Strategy and Rainmaking for Law Firms

Is your greatest challenge doing the client work, or figuring out how to grow your business in these difficult, uncertain times? If, like most lawyers, you think it's the second, this event is for you.

The definition of business strategy is setting a direction of travel that will create competitive advantage and compound it over time - something much easier said than done. This masterclass will address three key elements of building a successful firm.

- Creating and implementing a strategy for growth.
- Building a culture that ensures everyone is committed to the success of the business.
- That most difficult and sometimes scary of activities, selling your services in the marketplace.

It will provide practical guidance on the process, look at the common pitfalls and use real world examples of what works and what doesn't. It will look at how to process and price work for maximum profit, and how to drive performance.

### Who should attend:

If you are, or aspire to be a leader in your firm, or have a direct interest in building your and your team's practice, this is for you.

## At a glance

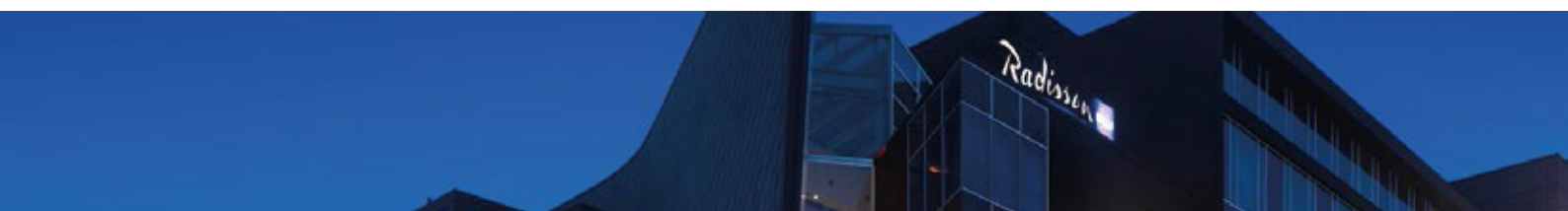
£120+VAT  
3hrs CPD; 2 - 5pm  
October 25th  
Radisson Blu,  
Glasgow

## Materials

Once delegates book the event, you will receive confirmation of your attendance, as well as a recommended reading list with links to online materials which will assist with your preparation and understanding of the topic.

At the event, delegates will receive a comprehensive handbook covering issues raised, including any presentation material. The handbook will be provided hard copy, and these materials will be available to purchase after the event for those unable to attend.

*The event begins at 2pm. Delegate registration is open from 1:30pm*



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## The Speaker



Stephen Gold

Stephen Gold is one of the Scottish profession's best-known figures.

Stephen founded Golds Solicitors with his wife Ruth in 1981, after recovering from cancer. By 2007, the firm had grown to 450 people, operating across the UK from offices in Glasgow and Manchester. It merged that year with national giant, Irwin Mitchell. Stephen was the firm's Senior Partner and best known rainmaker. Recognised as one of the UK's most innovative law firms, Golds were pioneers in using new process and technology, specialising in work for banks, insurers, and national organisations.

Today, Stephen acts as a trusted adviser and non-exec to many different kinds of firm: members of the global elite, major Scottish firms and smaller practices. Drawing on decades of experience, he advises and mentors law firm leaders on the most important issues which face them: strategy, the rainmaking skills, how to drive performance, partnership politics and mergers and acquisitions. Stephen's monthly column on practice development in *The Journal*, *The Word of Gold*, has a large, enthusiastic following. He is a regular contributor to the UK legal press and speaker in sector forums.

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## The venue

The event will take place at the Radisson Blu Hotel in Glasgow. Centrally located, with excellent transport links and car parking facilities, the Radisson have a wealth of experience hosting events.

**Radisson Blu**  
301 Argyle St  
Glasgow  
G2 8DL

[www.radissonblu.com](http://www.radissonblu.com)  
0141 204 3333

## Unable to attend?

If your diary precludes attendance at the event, the course materials will be available for purchase. Please contact us for more information.

**CCPD Training**  
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