

A close-up photograph of a human eye with a vibrant, multi-colored iris. The colors transition from purple at the top, through blue, green, yellow, and orange, to red at the bottom. The eye is looking slightly to the right. The eyelashes are dark and well-defined.

TRANSFORMATION IN THE LEGAL SECTOR: BACK TO BASICS

**JOE FREDERICKS &
SARIKA SABHERWAL**

THE NEW TRUST LANDSCAPE: Transformation from the What to the How

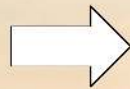
OLD WORLD
PRODUCT

2017
Globalisation
Competition
Commoditisation

NEW LANDSCAPE
PRODUCT

CHALLENGES
Differentiation
Win the right business
Retain your best people

The 'WHAT'
*Technical
Expertise*



SOLUTION
COMMODIFICATION
of Communication



The 'HOW'
*Commerciality
in Practice*

THE EVOLUTION OF TRUST:

The Trust Equation

$$\text{TRUST} = \frac{\text{Credibility} * \text{Reliability} * \text{Intimacy}}{\text{Self-Interest}}$$



Source: The Trusted Adviser:
Maister, Green and Galford 2000

TRANSFORMING TRUST:

Getting The Right Score



**HIGH
INTIMACY**

**MUTUAL
INTEREST
INTEREST**

TRANSFORMING THE WAY YOU LISTEN:

Commerciality in practice

LISTENING TO
= TRANSACTIONAL

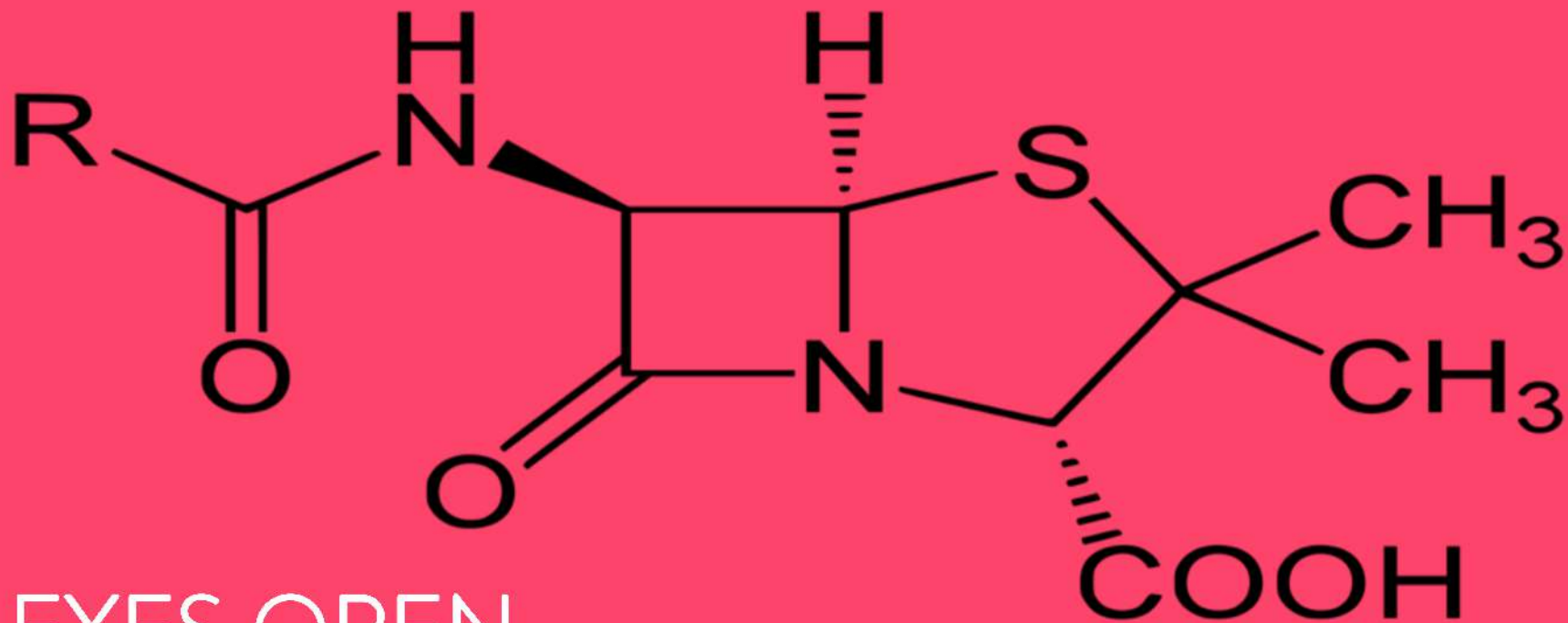
Vs

LISTENING FOR
= RELATIONSHIP

*“Successful companies and executives work to understand the emotional, even visceral context in which people encounter their product or service, and they are able to adapt when circumstances change. They are able to use what we like to call **Thick Data.**”*

FROM TRANSFORMATION TO INNOVATION: The I-uation

**ORGANISATIONAL
CONFIDENCE** + **CLIENT
CREATIVITY** + **PRODUCTIVE
FAILURE**
||
**COMMERCIAL
APPLICATION**





- ✓ Speed
- ✓ Lean
- ✓ Enabling IT
- ✓ Outside Core

BCG

THE BOSTON CONSULTING GROUP

**10th annual listing of the world's
50 Most Innovative Companies**

YOU'VE MADE SOME SENSE:

Follow-up questions

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