



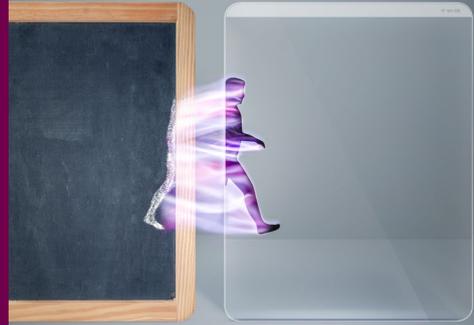
Business strategy: Planning for success

Take as a standalone subject – or as part of the Master of Legal Business.

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 **Legal Business
Management**
The College of Law

Business strategy: Planning for success



Fail to plan. Plan to Fail.

Recent media articles have suggested that post COVID-19 the way legal business is conducted will change permanently. The cannibalisation of traditional areas of law by new, innovative, legal businesses will accelerate post pandemic. Technology will drive efficiencies and redefine business practices. To respond and navigate your legal business through these challenging times, you need a compelling and authentic business strategy. Only with a sound strategy can legal organisations carve a distinctive, purposeful and profitable position in this increasingly crowded and complex market. 'Business strategy – planning for success' provides students with the tools to plan a successful strategy for their chosen organisation.

1

Learn from industry leaders

2

Complete in 6 weeks

3

Study 100% online

4

Earn CPD points

5

Gain credit towards an award qualification or take as a single subject

Your teacher



Teaching Fellow: Katherine Thomas

Katherine has a reputation for strategic thinking combined with a large dose of pragmatism.

Katherine understands the challenges of managing and developing legal service businesses because she has experience both as a 'fee-earner' and as a business development adviser.

In 2013, Katherine established the flexible resourcing service Vario for international law firm Pinsent Masons. By growing long-term client relationships as well as gaining new clients, she grew Vario from an idea to an award-winning, business in under three years that now has international coverage. Prior to that, Katherine spent 15 years in senior business development, communications and knowledge roles, leading major change projects across multiple geographies and establishing Pinsent Masons' firmwide client development programme.

Katherine now runs her own consultancy – Katherine Thomas Consulting Pty Ltd – that helps law firms grow by developing existing client relationships, establishing new relationships and launching new services.

Katherine has also recently launched Free Range Lawyers to help law companies resource their work more effectively and profitably by temporarily accessing the skills of lawyers based across the globe.

What you need to know



Why study this subject?

Sound business strategy based on analysis provides a solid foundation for decision-making.

This subject will enable you to create a strategic plan for your organisation, guided by a leader in the field.



Who is it designed for?

Any legal professional seeking a leadership role in a legal services organisation or wishing to consolidate their skills in this area.

- Senior associates
- Partners/Managing partners
- Practice managers
- General managers
- Legal Operations Managers



Learning outcomes

When you complete this subject, you will be able to:

1. Explain foundational business strategy concepts
2. Analyse the current state of a legal business or business unit
3. Apply key strategic business models in developing a strategic plan for a legal practice
4. Apply effective communication skills and methods in a digital format to justify your strategic plan to key stakeholders.



Duration, delivery & assessment

This is a six week subject taken 100% online, consisting of:

- Four online modules
- Three online conferences
- Assessment: two practical individual assignments



How you will learn

The online component is delivered via the College's learning portal – CANVAS. From this portal, you will be able to:

- Access all your study materials
- Complete activities and submit assessments
- Watch relevant and engaging videos
- Engage with your Teaching Fellow and other students



Study load

We recommend that you allow up to 10 hours a week for self-directed online learning and activities.

You will also need to devote around an additional 40 hours throughout the subject for workshops, assessment tasks and preparation



Subject fee

The subject fee is AU\$3,000.

FEE-HELP may be available if you take this subject as part of one of our award programs, including the Master of Legal Business, Graduate Diploma of Legal Business or Graduate Certificate of Legal Business.

Check your eligibility at studyassist.gov.au.



How to enrol

Visit info.collaw.edu.au/mlb/how-to-enrol.

For award and non-award study entry requirements and intake dates visit info.collaw.edu.au.

What you will learn

Module 1 - Foundations of strategy

- Define business strategy
 - Distinguish between strategy and tactics
 - Describe the purpose of strategy
 - Recognise the different levels of business strategy
 - Explain the process of strategic planning
 - Critically analyse 2–3 different theories of strategic planning
 - Critically discuss the role of purpose in business strategy
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Module 2 - Current state analysis

- Describe the process of internal analysis
 - Identify and deploy 2–3 tools and frameworks for internal analysis
 - Describe the process of external analysis, including environmental analysis and competitive analysis
 - Identify approaches to understanding and analysing the customer voice
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Module 3 - Defining a strategy

- Distinguish between mission, vision and purpose
 - Explain how the value disciplines model helps to create a focused strategy formulation
 - Critically discuss four generic competitive advantage strategies and give an example of each in the legal sector
 - Identify four different approaches to growth strategy
 - Describe how horizon planning aids strategy formulation
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Module 4 - Future strategy

- Explore the role of innovation in strategy development
 - Evaluate the relative merits of competitive vs co-operative strategies
 - Describe ways in which companies are creating strategies based on social purpose
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Online conferences

- Three scheduled conferences at the commencement of weeks 1, 3 and 5 to explore the subject learning material with your Teaching Fellow and peers
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Individual assignments

- Develop a strategic plan for an organisation
- Presentation of your strategic plan in a digital format to key stakeholders



**How to learn more
about this subject**

Email: mlb@collaw.edu.au

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