

Client Talk

Where strategy meets people

Providing strategic support to an Alternative Legal Services Provider

CHALLENGE

Lawbox Design is an alternative legal services provider. They want to make a difference in the legal profession in order to provide a better experience for the users of legal services. They wanted to have a clear articulation of their offering to make sure that all the work delivered by their consultants was consistent and reflected the brand values and company purpose.

WHAT WE DID

We helped the company have a strategic time-out. We helped them devise a plan that was focused, targeted and provided the best chance for growth. Specifically, we:

- Helped the firm to articulate their key messages, value proposition, target market and vision for the future
- Engaged in strategic online workshops to develop the owners' thinking
- Coached the partners to embrace ideas that they had hitherto been reluctant to shout about

RESULTS

The firm rebranded from Lawbox Group to Lawbox Design. They embraced Legal Design and created an offering focused on Legal User Experience (LUX). They have grown year-on-year and attract a range of clients, from exciting start-ups and scale-ups, to house-hold-names looking to engage their customers with a different legal offering. They are making waves in the legal profession.

AT A GLANCE

- Strategic time-out
- Confidence to pursue something different
- Insight

lawbox design



Lawbox life before Client Talk was a frustrating one! We had lots of ideas...but we needed Claire's tactful engagement to realise our own potential. Claire helped us to understand that it wasn't good enough to just say we were different, we had to show people how we were different and let them decide for themselves. Starting work with Client Talk was a pivotal moment for Lawbox. We still have a long way to go with many a challenge to overcome, but having advisors like Claire and Jo on board gives us every confidence of reaching our full potential.

Jamie Murray

Founding Director,
Lawbox Design