



Where Law Firm Growth Minds Meet

When I grow up, I want to be...
a business development and
marketing professional in a law firm



**How many of us deliberately
started our careers in a law
firm BD or marketing role?**



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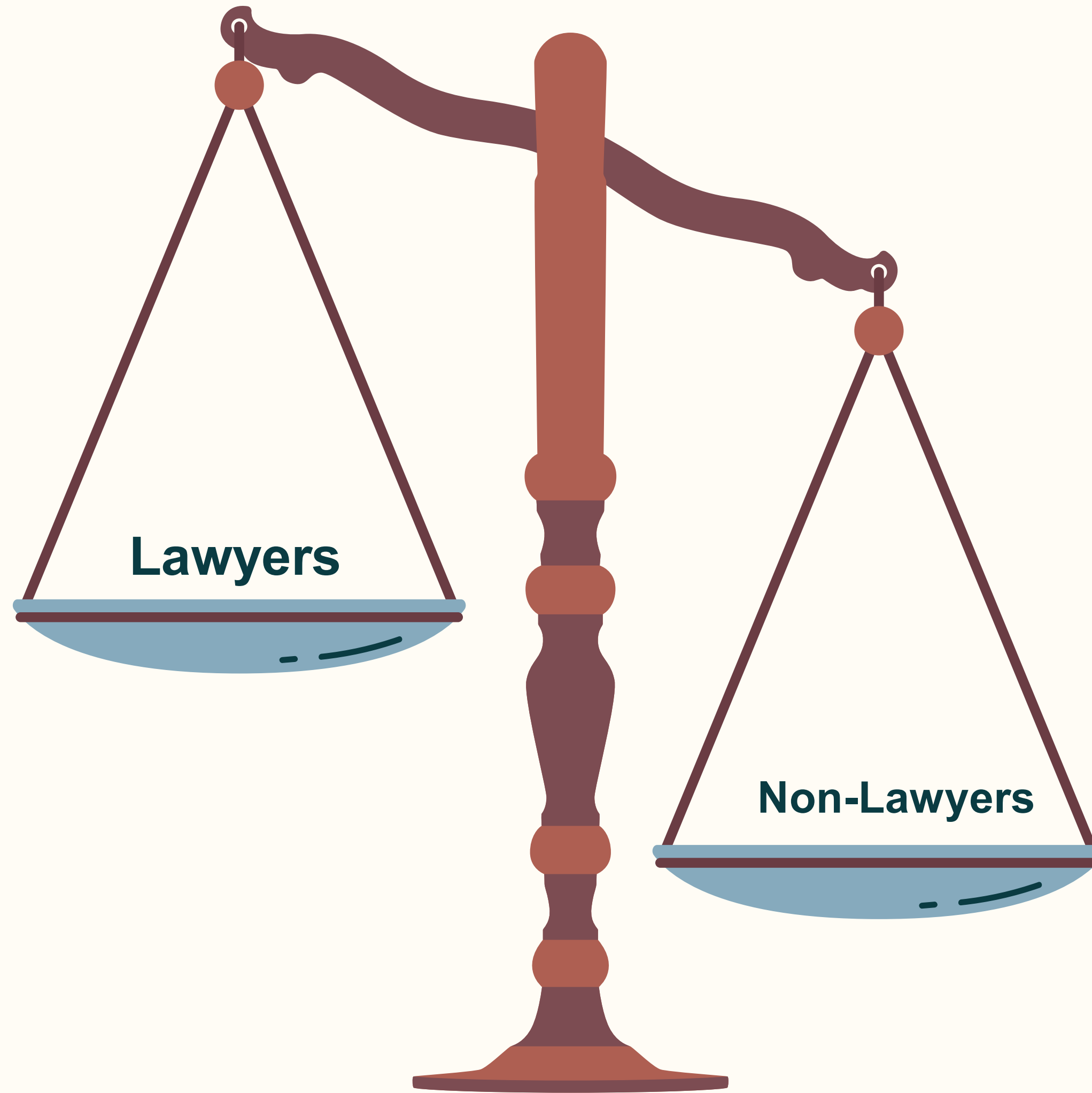


BOOST

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Think Tanks

**From reactive
support to
strategic
advisory**



**Client
centricity is
key**



**Building
future talent
pipelines**



**Influence is
shaped by
hierarchy and
structure**



**Sales roles
are
evolving**



**Culture change
is necessary**

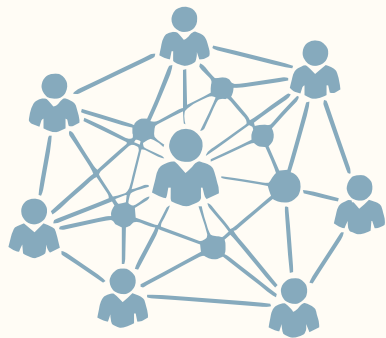


**The
remuneration
model**



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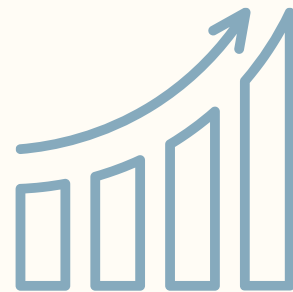
What the partners say



**Connecting
the dots**



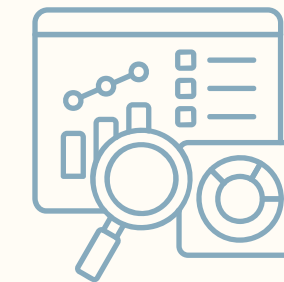
**Present
identified
opportunities**



**Act as growth
translators**



**Understand the
legal business**



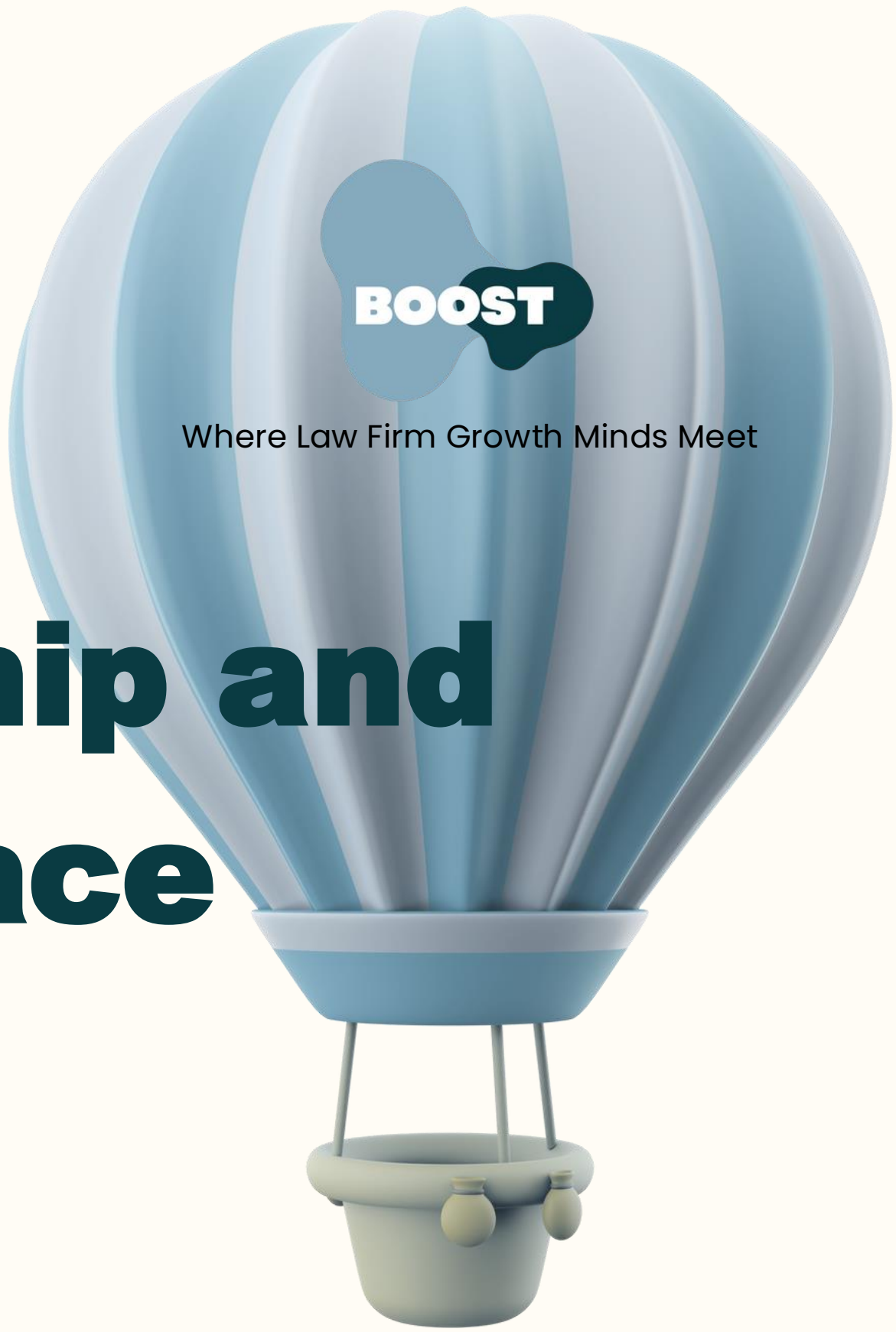
**Come
prepared with
market
intelligence**



**Strategic
thinking**



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**Let's take ownership and
create that space**