

focus & strategy

The focus of our work tends to be general legal work (commercial contracts) and strategic support. Our aim is to untangle knots, to facilitate the right conversations and empower businesses to get on with what is important to them.



Measuring success differently

As our name suggests, we want to build lasting **partnership** with our clients and be a meaningful contributor to their success.

Most types of work have been done at one time or another!
At a high level:

- **Strategy:** contributing to the development, communication and execution of corporate strategy and culture initiatives.
- **Governance:** supporting the work of the board to ensure that the right frameworks are in place to protect the business
- **Risk Management:** development of a balanced but impactful risk management culture and the processes that support that.
- **Legal Compliance:** developing a framework for establishing a measured but robust approach to issues such as Anti-Bribery & Corruption, Competition Law, Data Protection and Modern Slavery.
- **ESG:** defining the areas of focus and framework for establishing a dynamic approach to ESG issues.
- **Brand Protection:** practical, real-world management of trade mark and other issues, that takes account of reputational risk as much as legal risk.
- **General Legal Work:** commercial contracts, from procurement to distribution and everything in between. Always, this work is done with a view to simplify, to use Plain English (no Latin please!) and to make the end product (whether that is a contract or a Code of Conduct) accessible and easy to use.

SIMPLE

Keeping it simple is not the easy option, but it's at the heart of everything we do. It helps us discover smarter solutions

**OVER 20 YEARS' EXPERIENCE
LEADING AND WORKING IN UK AND
INTERNATIONAL LEGAL TEAMS**

SPECIFIC AREAS OF FOCUS

In addition to the areas noted above, we have a particular interest in:

Commercial Contracts

Using contracts to build relationships, not alienate your business partners.

Contract Management

The importance of taking a few simple steps to protect your business (and the perils of email!)

Brand Protection

Why having a legal right and exercising a legal right are not the same thing.

Building a Legal Function

Meeting and exceeding the expectations of the business.