

# Ashurst

## Getting Ashurst people engaged in its vision

Since their rebranding programme, Ashurst has lived and breathed success. In 2005, they were voted 'Finance Team of the Year' at The Legal Week Awards. This was followed by an award for 'Contribution to Law Firm Success' at the Legal Technology Awards 2006. In 2007, they were 'Competition Team of the Year', 'Private Equity Team of the Year' and 'Law Firm of the Year' at the prestigious Legal Business Awards.

### The Problem

- To make the vision and values a reality at Ashurst, improving image and performance.
- Capitalise on the significant investment in the brand project to date by continuing to invest in the 'brand bank'.
- To demonstrate that the brand change is a catalyst for change and growth is much more than simply a cosmetic exercise.
- Focus on improvements in client relationships and ensuring that Ashurst's brand promise and service delivery are aligned.
- Help Ashurst win more and better new business, and attract and retain the best talent.

### Our Strategy

- Partner training implementation in client care, transaction management (teamwork) and pitching.
- Developed an Ashurst client care programme.
- Advice and planning for internal communications strategy and implementation.
- Setting up measurement tools both internally and externally.
- Giving momentum and input to the Brand Ambassadors activities throughout 2004.
- To be involved in other alignment or innovation activities as agreed.

### Our Solution

We provided brand training to the firm where the aim was not only to develop the firm's understanding of a branded identity, but also to promote an inquiry into the identity which will stimulate ownership and identification, and to create an opportunity to experiment with and adapt the identity for use in every department and function.

We designed tailored firm-wide workshops covering numerous aspects of communications. This included directing partners on how to utilise the brand work in winning more pitches. We explored how to differentiate Ashurst from competitors and how to leverage their brand to respond to clients' needs and buying criteria.

Our training also showed partners how to 'live' the Ashurst brand. Our sessions helped partners in communicating the new brand values and 'tell a compelling Ashurst story'. It focussed particularly on differentiation and the core values of 'punching above their weight'. Partners received instructions in building the confidence in personal and team communication to tell a more consistent and powerful Ashurst story in a variety of situations, including new business pitching, 'ice-breaker' and student recruitment scenarios.



**promise**