

Introducing Clarity to Squire Patton Boggs in phases

Context

The original partners of the Australian division of Squire Patton Boggs (SPB) have been using the methodology and frameworks that Clarity is based on for some time and have always been supporters and advocates of Clarity. SPB has grown rapidly and laterally in a relatively short time, using a collaborative approach, however, not everyone has that same knowledge of Clarity.

Trigger

SPB is now in a position to begin focusing on introducing staff to, and enhancing others' knowledge of Clarity resulting in greater communication skills using a ground up, incremental approach, rather than a radical introduction across the entire firm.

Question

How can SPB deliver Clarity in an incremental way that enriches the communication skills of its lawyers?

SPB should introduce Clarity in three phases using a modular approach to identified practice groups before considering introducing and embedding to the rest of the firm.

Phase 1: Get ready to introduce Clarity (5 days)

- Identify 10 leaders to be mentors
- Identify your top priority practice groups that will benefit most from Clarity
- Prepare foundational and training modules materials with mentors and Clarity Consultant to use in Phase 2 (five consulting days):
 - Online pre-work
 - Half day face-to-face training - introductory module on Storylining
 - Two bootcamps - refresh learning and embed concepts into work.
 - Using blended learning for continual learning - coaching, online models through Neosi and Clarity College.
- Set clear expectations for initial practice to embed before moving onto next practice group

Phase 2: Introduce Clarity to identified Practice Group (5 days)

- Introduce Clarity modules to identified Practice Group for a max of 15 people in each workshop (two facilitation days)
 - Licence additional tools to help embed Clarity using Neosi (\$xx per person per year)
 - Work with mentors to provide coaching opportunities (one consulting day)
 - Run bootcamps with initial practice group to embed Clarity before moving onto next practice group. (one facilitation day)
- NB - Facilitation cost is \$xx per day (ex GST) plus travel expenses at cost; Consulting days are \$yy per day (ex GST) plus travel expenses at cost.

Phase 3: Evolve Clarity to be 'the way we do things around here' at SPB (ongoing)

- Explore cascading options to other practice groups
- Use same approach as in phase 2 and deliver to other Practice Groups
- Create modified versions of foundational materials to be appropriate to different areas of law
- Define what success looks like and measure against it
- Provide ongoing coaching opportunities from within the firm to enhance capabilities of senior lawyers
- Consider introducing additional modules, such as Problem Solving (using issue trees), and Information Design session (using Packs to communicate with clients).

About Clarity College & Louise Geoghegan



Clarity College provides fast and flexible ways for professionals to improve the clarity of their thinking and communication, and the depth of insight they deliver. These thinking and communication skills build confidence in the author and trust with the audience.

Our structured thinking techniques are powerful tools that help you:

- get to the heart of your problem quickly and accurately
- map out a compelling argument that addresses your audience's key concerns
- collaborate with colleagues to ensure voices are heard and test the integrity of the argument, and
- get buy in from leadership and stakeholders faster than you had imagined possible.

Visit www.claritycollege.co for more information.

Louise Geoghegan has been working with professional services clients for over 12 years.

Louise blends her passion for communication with powerful change management methodologies to ignite change in the workplace. She spent four years at one of Australia's largest law firms where she led a change communication program.

Before running this program, Louise spent eight years in the law working with firm leaders on change management and people engagement initiatives, coaching and advising people at all levels and from all walks of life, creating and teaching workshops, and managing her own team of talent professionals.

Louise now works with leaders and the teams in advertising, finance, government, higher education, law, professional services and telecommunications. Louise is based in Sydney.

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