

# How to improve the effectiveness of your law firm

The strategies and tools you need to build better habits and solid operational foundations



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# Businesses are **built on habits**

The effectiveness of your law firm relies almost entirely on the daily habits of your team. Every law firm will have a combination of business habits that either help them to run a successful firm and align with their goals, or habits that are hindering success and damaging performance.

Regardless of your goals, running a successful firm involves mastering the basics and adopting habits that help you stay competitive. Improving the effectiveness of your firm requires breaking down your current processes and identifying areas of improvement that enable you to align with your goals and law firm requirements.

Without good operational, compliance, and client service habits in place, legal professionals are inflicting unnecessary barriers on themselves. The ability to operate effectively relies on the usefulness and quality of your environment and whether you're set up for success.

*Do you have the right foundations in your firm to run an effective business?*

# Building **better** habits

What you repeatedly decide to do forms your business reputation and how your brand is perceived. This is why your daily habits can have such an impact on the long-term success of your business. The inefficiencies that build up, the quality of service delivered to clients, or satisfaction of an employees' day all combine to determine the effectiveness of your firm.

Building good business habits helps you to establish a foundation of seamless and affective processes designed for maximum output. These habits, especially when combined across all individuals in your team, have huge benefits for your firm across compliance, client satisfaction, employee motivation, profitability, and much more. They provide a foundation that enables your firm to continue to optimise, stay flexible, and adapt to change.

Similarly though, continuing with inefficient habits will accumulate to bigger challenges in time. If you find your firm has poor results or outcomes today, it's likely due to a long-term sum of small choices that eventually led to the problem. So, to avoid challenges in the future, you need to set yourself up for success today.



# How to **set your firm up** for success

To set your firm up for success you need to create the right environment that enables effective habits to flourish and reduces inefficient ones. Essentially, your focus should be on making it easy to foster the habits you desire and require. What will enable you to standardise processes, stay compliant, increase employee buy-in or improve client service quality?

To create the right environment for long-term success, you need four things: aligned goals, accountability, effective tools, and the right mindset.



## Aligned goals

Aligned goals help you to focus on what is it you want to achieve. If you know your goals and your purpose, you'll be able to design the most effective processes for the job, monitor performance, and communicate the plan to your team for firm-wide support.



## Effective tools

Do you have the right technology, infrastructure, digital tools, and people skills to achieve what you're aiming for? Can you utilise the resources you already have, or does it require investment for long-term success?



## Accountability

If your firm or team aren't held accountable for their daily responsibilities, they'll never be motivated to complete the necessary tasks. It can be easy to slip back into old habits, but with specific targets, individuals or teams are held accountable for adopting new processes to meet the wider goals. Performance can be monitored, and areas of improvement can easily be identified for continued development.

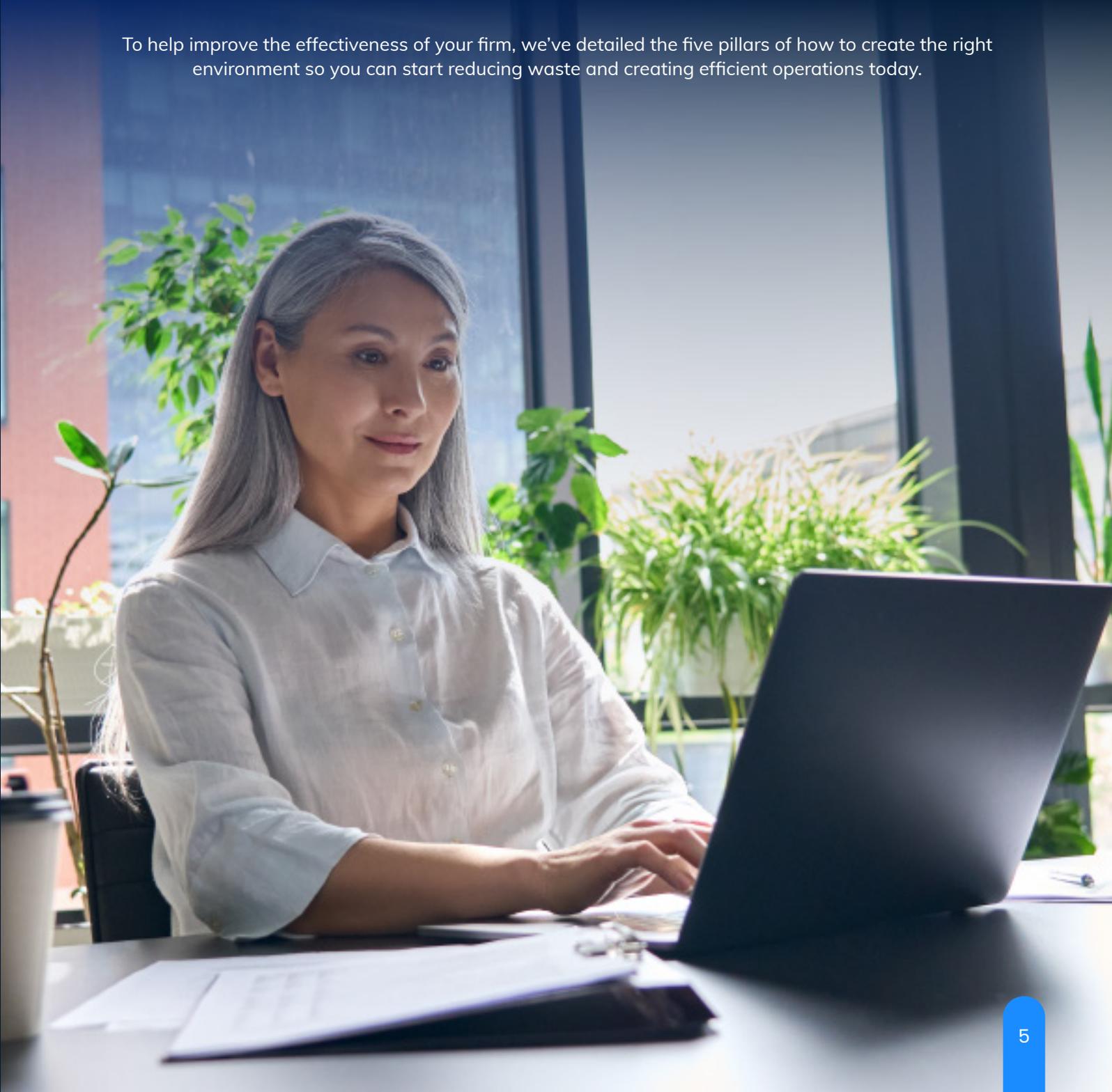


## The right mindset

This refers to the motivation and mindset of your entire firm. As the saying goes, you're only as strong as your weakest member, so ensuring your team has the right mindset for improvement, to manage change, and for optimisation is crucial to building the right environment for success.

# How to **create the right environment** for better business habits

To help improve the effectiveness of your firm, we've detailed the five pillars of how to create the right environment so you can start reducing waste and creating efficient operations today.



## 1. Improvement by subtraction

James Clear, the author of *Atomic Habits*, explores the impact that marginal gains have on overall performance. He discusses how small improvements to your daily habits won't affect you today but will have huge long-term impacts. However, he also explores the impact of improvement by subtraction and believes, 'eliminating mistakes is an underappreciated way to improve'.

Improvement by subtraction is focused on doing less of what doesn't work, rather than focusing on what does. It's easier to improve performance by cutting the downsides because it's about doing more of what you're capable of rather than mastering a new level of peak performance.

You can look to eliminate mistakes and reduce complexity to many areas of your firm to improve overall performance. For example:

### **Profitability**

Instead of looking to grow your client base and make more money, focus on not losing money and cutting waste.

### **Client service**

Rather than hire more staff to answer calls and emails to improve response times, reduce the time needed on existing calls and emails so more can be answered in a day.

### **Compliance**

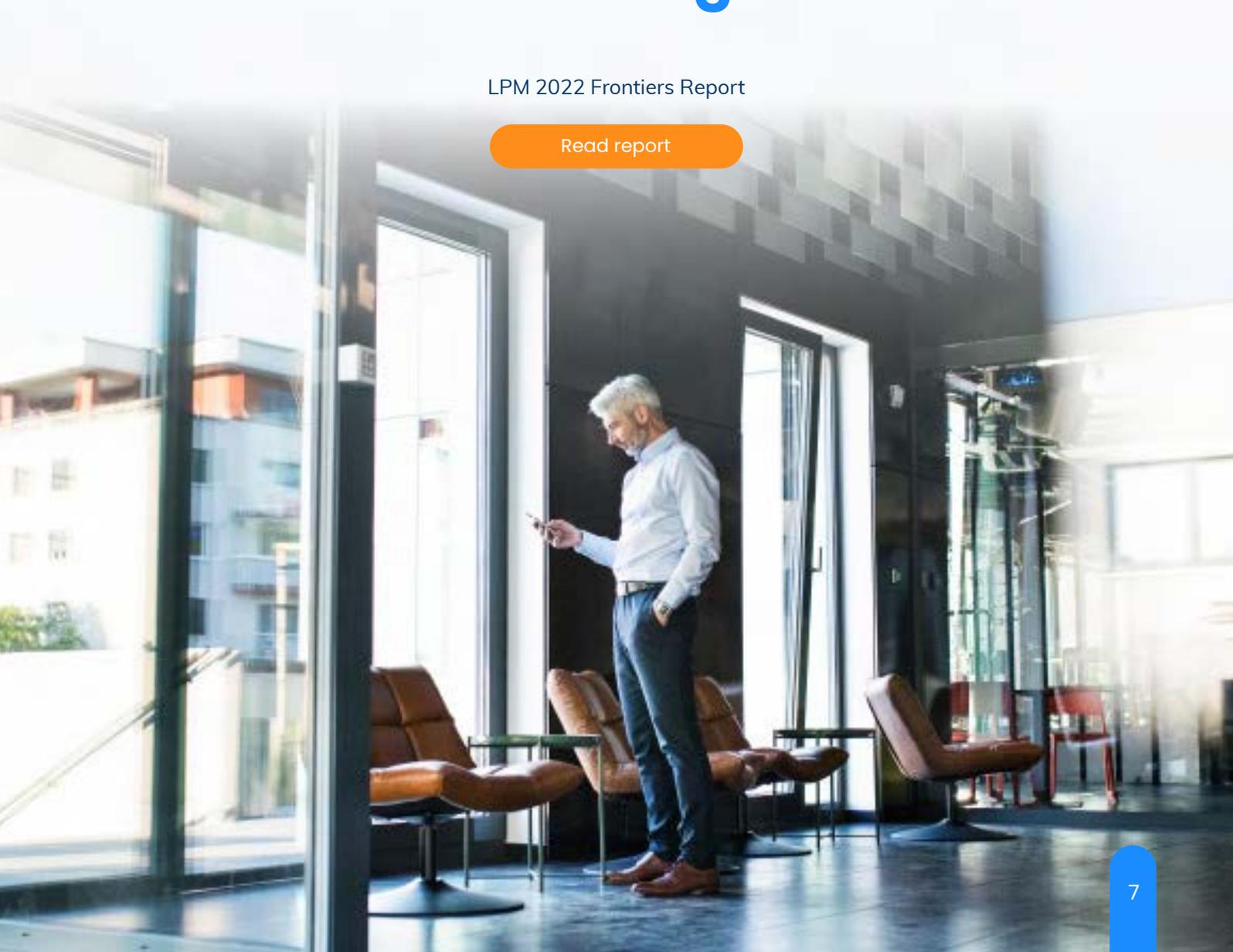
Instead of spending more time manually reviewing and proofing data and reports, reduce the amount of times data is inputted, rekeyed, and amended so your source data is more accurate.



**43%** of SME law firms state  
choosing / optimising back  
office technology  
for *business efficiency* is their  
**biggest organisational  
challenge**

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## 2. Make it easy

The easiest way for habits to form is to make it easy to complete the behaviour. By doing so, your team are more likely to be consistent, and when habits are consistent, they have an impact.

Ensure the new behaviour you'd like to adopt is on the path of least resistance and it's the obvious choice for individuals. The behaviour should be simpler, quicker, and less effort than the previous. When you avoid operational complexity by downsizing or integrating tools, reducing bottlenecks, and improving accessibility, your team immediately becomes more effective because they can focus on the task at hand without navigating unnecessarily hurdles.

## 3. Foster the right mindset

Implementing the right mindset refers to two things: first, the ability to welcome and embrace change, and second, the awareness to connect behaviours and actions to a wider goal.

Change management can be difficult within any business. To help employees feel motivated by rather than fearful of change, it's important to foster an open-minded, experimentation mindset rather than one simply focused on outcome, which could result in blame. Without firm-wide buy-in and adoption, the improvements you put in place will never have the impact or return you expected, and welcoming change will help your firm's effectiveness.

Your firm also needs to be able to connect the processes you have in place to a wider purpose, because without purpose, habits don't stick. The processes you implement need to connect with your firm's wider goals and ambitions otherwise you team may easily slip back into older, less effective habits.

For modern law firms to stay competitive they need to adopt the four fundamental mindsets that help to implement effective habits:

1. Think 'digital-first'
2. Be client-focused
3. Continuous improvement
4. Empower employees

Watch our [Build Better Habits webinar series](#) where we deep dive into each mindset with experts from across the legal sector to help law firm successfully run a modern law firm. Discover the digital tools, daily habits, and values you should adopt to stay competitive and improve long-term success.

## 4. Lean on technology

Utilising technology is the simplest way to implement better habits and eradicate inefficient ones. Legal software can reduce the bad habits throughout your firm that cause delays, errors, or poor service. Tech provides digital tools that are innately consistent so your team can be more productive, accurate, and effective, helping you to improve by subtraction.

Digital solutions can also facilitate the implementation of improved and modernised habits that make use of client-centric tools, automation, and integration so you can outperform your competition. Technology also enables you to monitor performance and continue to optimise easily.

Legal software helps to build a strong, resilient, digital foundation for your firm that creates endless opportunity. Software, such as practice and case management solutions, provides freedom from the day-to-day tasks so individuals can focus on value-added work. Tech can also empower employees to work at their best, enabling businesses to easily adapt to challenges, and providing visibility of performance so areas of weaknesses can be improved.

## 5. Monitor performance

Your firm's goals outline what you'd like to achieve and so the new habits you adopt need to deliver the desired outcome. Identify ways you can quantify the results of your new habits and set targets for individuals, teams or firm-wide to ensure each employee is held accountable and is responsible for the performance of the business.

By leaning on technology to digitalise your processes, it'll become easier to extract and analyse the data you need to monitor performance and set KPIs. Easily build reports and dashboards to discover how you're performing against targets and identify areas that need improvement. Your PCMS can help you track client ratings, number of complaints, delays, response times, billable hours for example. If those performance stats aren't moving in the right direction, then your new business habits aren't being adopted or still need improvement.

[Download now](#)

Discover the fundamental business habits all modern law firms needed to adopt for long-term success.



# Improve the **effectiveness** of your law firm

To set your business up for long-term success it's important to set up the right environment for effective business habits. By adopting the right mindset, efficient tools, and aligning your goals you can be confident the foundations are set for improving the effectiveness of your firm.

If you have identified your goals, fostered the right mindset, but don't currently have the right tools, book a demo with Osprey Approach today to understand how our all-in-one practice and case management solution can help you to build an efficient digital foundation that makes running a law firm easier.





# Transform your firm

The all-in-one Osprey Approach solution combines comprehensive case management, powerful practice management, legal accounting and a secure web portal, so your firm can run a streamlined and profitable operation that exceeds client expectations.

**Save time, reduce costs and stay compliant.**

Get in touch to find out how Osprey Approach makes running a law firm easier.

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