

# Big Ideas.

1. Are you experienced? Part 1 - Brilliant client journey mapping.
2. Are you experienced? Part 1 - Brilliant & distinctive client experiences.
3. Differentiation is dead. Law firms & the search for distinctiveness.

# Quick Thinking.

1. Chairman of the bored. CMOs, CFOs, COOs & the C-suite conundrum
2. The dirty word part 1. Why do B2B & professional services firms have a problem with advertising?
3. The dirty word part 2. Why do B2B & professional services firms have a problem with advertising?
4. And the brand played on. The simple truth about B2B & professional services branding.
5. Business as unusual. Putting volume vs. value to bed once & for all.
6. Five star. The silk & steel of B2B & professional services client experience.
7. On purpose. Why firms should focus on what they do, do do, not what they don't don't don't.
8. Like a Virgin. How not what.
9. Law firm data. Not big - very clever.
10. The iWord. Everything you think you know about law firm innovation is wrong.

# Checklists.

1. Board influence.
2. Persuasive pitching.
3. Saying what you do & doing what you say.
4. Brilliant branding.
5. Client experience excellence.
6. Brand building vs. selling.

# Some other articles.

1. Two become one.
2. What if everything we think we know is wrong?
3. It would be funny if it weren't so dangerous.
4. The great debate.
5. Lies, damn lies & statistics.
6. Why The Lawyer sucks - sometimes.