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# You told me

- Getting everyone on the same page
- Changing Nature of Practices
- Relevance – are law firms like newspapers
  - ✓ Alternative fee arrangements
  - ✓ Information management
  - ✓ Virtual practices
  - ✓ Social media policies

# You told me

- Pricing pressure
- Being faster
- Embracing change
- Sheer volume of data/making sense of it

# Today

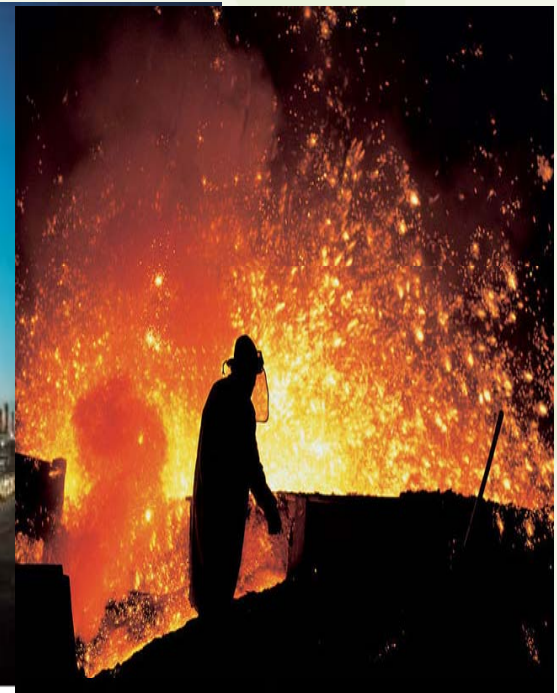
The five secrets used by the world's most successful companies to gain strategic unity

# We found these 5 secrets inside the

- Fastest companies in the world
- Most productive companies in the world
- The companies that grow the most consistently
- The nation's best performing CEOs



# A few of the world's best



COURTESY: KOCH INDUSTRIES

# Discovery 1

The world's best performing organizations  
achieve strategic unity by having everyone  
share a common

**Noble Purpose**

# A shared noble purpose

- Isn't a Mission Statement
- Isn't a Vision Statement



# A shared noble purpose

- Big and Bold
- Inclusive
- The non financial reason for doing what you do
- Fixes something wrong
- More than a goal
- Give meaning to people's lives

# A shared noble purpose

- Provides Direction
- Fuels Passion
- Drives Momentum
- Builds cultures

The right culture is the  
ultimate competitive advantage

# Discovery 2

The world's best performing organizations  
achieve strategic unity by  
**Letting Go**

# Letting go

- Yesterday's breadwinners
- Ego
- Same old-same old
- Conventional wisdom

# When you let go

- Better able to deal with change
- Stay more focused than your rivals
- Innovation happens

# Discovery 3

The world's best performing organizations achieve strategic unity by making certain that

**Everyone Knows the Strategy**

# Secret strategies don't work

- People don't become emotionally connected to their work
- Corners get cut and illegal things happen
- There's zero accountability

# Discovery 4

The world's best performing organizations achieve strategic unity by making certain that **Everyone Thinks and Acts Like An Owner**



# Thinking/acting like owners

- Everyone knows how what they do creates economic value
- People are rewarded based on the economic value created

# Discovery 5

The world's best performing organizations  
achieve strategic unity are headed by  
?

# Discovery 5

The world's best performing organizations  
achieve strategic unity are headed by  
**Stewards**

# Stewardship

- Service over short term self-interest
- Abandoning power over others
- Preserving natural and human resources
- Nurturing, authentic, mentoring and selflessness

# Stewards

- Share information
- Are accessible
- Keep their hands dirty
- Stand for something
- Get rid of superficial distinctions
- Make it better
- Are coaches and mentors
- Are called to serve

# Remember the things you told me

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  - ✓ Alternative fee arrangements
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  - ✓ Virtual practices
- Social media policies
- Pricing pressure
- Being faster
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## Imagine what happens

- Everyone shares the same noble purpose
- Is able to let go
- Knows the strategy
- Thinks/acts like owners
- Is a good steward

**You Achieve Strategic Unity**

*All the best on your  
journey!*

Copies of this PowerPoint are available at:

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