Legal Netlink Alliance

### LEGAL NETLINK ALLIANCE 2030 STRATEGY

EUROPE – proposal on work groups

# **LNA 2030**

### EMERGENT STRATEGY

arises from constant innovation, unplanned actions

initiatives from the trenches

Flexible, adaptive, responsive

### DELIBERATE STRATEGY

carefully planned thoughtful, organized action

Requires resources to design and to implement across organization

LNA 2020

### LISTEN & INVOLVE PEOPLE

# STRATEGY PILLARS FROM PARIS GLOBAL MEETING

Network EXPANSION needs to be more aggressive, targeted, qualitydriven A MORE ACTIVE network: sharing, exchanges, meetings on various topics every 1-2 months practice groups, seminars etc

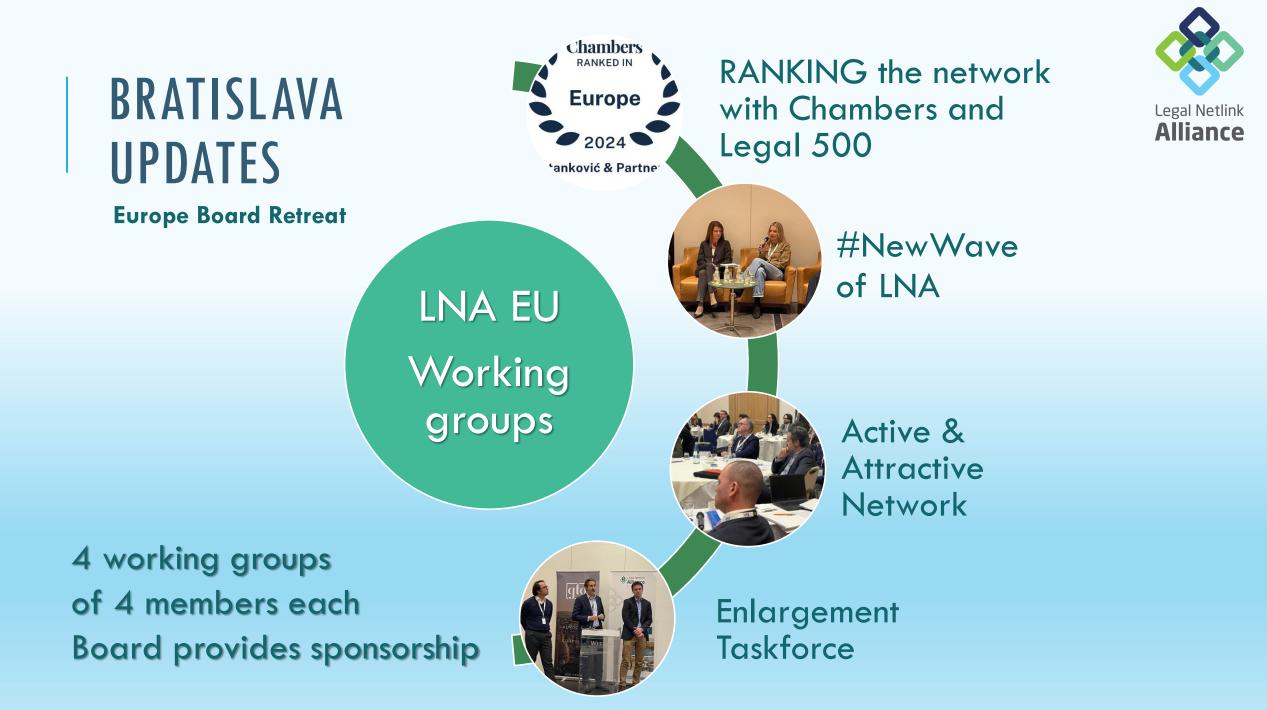
### YOUNG LNA -

bringing younger lawyers to the table, in the LNA board, in meetings; coaching young lawyers



MARKETING LNA to the world: common marketing initiatives, relations with the press

MARKETING LNA inside member firms TECHNOLOGY and DIGITALIZATION – use common solution for increased collaboration and communication in the network





# WHAT DO WE NEED FOR EACH WORK GROUP

- 1. MISSION & OBJECTIVES setting out a 12-18 months specific, measurable and realistic objective
- 2. BENEFITS for LNA MEMBERS what are we going to deliver and how will members see the added value (deliverables)
- 3. SELECTION of group MEMBERS who volunteers, what are their benefits for extra work
- 4. FREQUENCY and MECHANISM how much time does it require and how will groups work
- 5. PLATFORM documenting work and how we keep track, where do we keep documents of working groups
- 6. PROMOTING WORK and RESULTS how do LNA members find out about the progress
- 7. GETTING TRACTION involving other people in LNA and passing the baton



# **BENEFITS FOR WORKGROUPS MEMBERS**

How will workgroup members and other key project partners involved get value for their work:

- Increase their visibility in LNA, build stronger personal network
- Develop personal and leadership skills (see what is each person's development plan)
- Exchange/share of work practices across different countries, firms, generations
- Enhance experience in project management and using online platforms to cooperate
- Succession planning?



# WHAT DO WE NEED FROM YOU, THE MEMBERS



# WORK GROUP PROCESS

#### STEP 02

90 min working session on points 4-6 above; determine 1-2 projects which can be delivered in 6-12 months

(%)

#### STEP 03

90 min online working session Debut of projects and description (project outline), resources

#### STEP 04

Start working on projects How we progress and what adjustments are to be made

#### STEP 01

90 min kick-off meeting online after BELGRADE once workgroup members are selected; discuss points 1-2 above

To kick-off workgroups we could go through an assisted process involving 3-4 structured sessions





# HOW WE ASSIST THE WORKGROUPS

Provide structure and roadmap in a document to be followed at each step

Assist in determining deliverables and KPIs – be realistic

Harmonize workgroup functioning

C Keep workgroups motivated and on track



# **PROJECTS OF WORKGROUPS - FRAMEWORK**

### 1. CUSTOMER SEGMENTS:

- For whom are we creating value with these projects
- Who are our customers inside (or outside LNA)

### 2. VALUE PROPOSITION:

- What value do we deliver to customers but also to workgroup members
- What problems do we solve

### 3. KEY PARTNERS:

- Who are the key partners who can help us deliver what we plan (identify among all members and their firms)
- What resources do we need from key partners

### 4. KEY ACTIVITIES:

What do we need to do to produce the value/deliverables – PLAN

### 5. KEY RESOURCES/COSTS & BENEFITS

### 6. RELATIONS & COMMUNICATION

How's work delivered to LNA members and communicated

	EUROPE SUMMER MEETING Innovating for a Strong Network JUNE 28-30 BELGRADE Host firm: Instlaw/Stankovic
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# **SOCIAL MEDIA UPDATES** 2024 – 6 months

# **OUR LINKEDIN STATISTICS**

Phase out
FACEBOOK?
Focus on
LINKEDIN and
double on
content
Support

members to do more on their own social media pages
Analyse a second channel (Instagram? X?)

## 155 new followers Jan-June 2024

More active network: 1,500 reactions

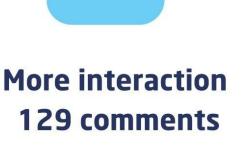
+82%



More attractive content 48 reposts

+41%

+87%



43,400 impressions Jan-June 2024



Right after our BELGRADE meeting we have reached 1,000 followers on LinkedIn. This figure was achieved thanks to our members' intensified efforts to: Follow the page React to our posts Comment to posts Repost relevant posts

THANK YOU, ALL, FOR MAKING LEGAL NETLINK ALLIANCE MORE VISIBLE!