



Legal Netlink  
**Alliance**

# LEGAL NETLINK ALLIANCE 2030 STRATEGY

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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, quality-  
driven

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



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# BRATISLAVA UPDATES

Europe Board Retreat



4 working groups  
of 4 members each  
Board provides sponsorship



RANKING the network  
with Chambers and  
Legal 500



#NewWave  
of LNA



Active &  
Attractive  
Network



Enlargement  
Taskforce



# 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

VALIDATE the  
concept

MANPOWER  
for the  
groups

VALIDATE the  
4 topics

IDEAS to be  
included

# WORK GROUP PROCESS

## STEP 01

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



## 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



*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
- 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: **nstlaw** Stankovic & Partners

**Legal Netlink Alliance**  
Legal Netlink Alliance

## Legal Netlink Alliance

Engaging a law firm in the LNA network provides a business with accessible, expert legal services around the world.

Legal Services · London, London Region · 992 followers · 2-10 employees

Geert G.R. & 14 other connections work here

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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%**

**43,400 impressions**  
**Jan-June 2024**

**More attractive content**  
**48 reposts**

**+41%**

**More interaction**  
**129 comments**

**+87%**



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**1,000  
FOLLOWERS**



Thank you for being part of  
the story!



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LINKING VALUES

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!**