

# COMMERCIAL AND CULTURAL TRIUMPH

## Firm Snapshot



*AJ Specialist Lawyers* (name changed for privacy) was a 10-year-old boutique law firm, envied by peers for its reputation.

Regularly featured in Doyle's Guide, the firm boasted long-standing team members and a growing workforce.

But while revenue had doubled in the past three years, profits (and Partner income) had fallen by 20%.

Internally, cracks were starting to be felt.

## The Challenge

Alan and Jessica, the founding partners, had left BigLaw to build a firm where *culture came before profit*. They felt they had achieved that culture, but now pressure was mounting:

- Declining profitability despite revenue and headcount growth
- Opaque individual billings and receipts
- A previous coach had advised "crack the whip or fire them" - which clashed with their values
- and then ... their most senior lawyer resigned, blaming the culture.

Clearly something had to change - without destroying the culture they'd set out to build.

## The Como Legal Coaching Approach

Como Legal Coaching began with our **3-month intensive transformation program**, prioritising a commercial AND cultural approach, practical strategy, and measurable outcomes.

Our Approach included:

- **1-on-1 coaching** for both partners, focused on values-based leadership
- **Partner-level board sessions** for strategic alignment and commercial clarity
- **Individual coaching** for lawyers, addressing the *real* blockers behind low billables

# COMO LEGAL COACHING

## TRANSFORMATION CASE STUDY #1

*Boutique Law Firm 2024-25*

COMO

- Team-wide training in non-legal essentials like communication and productivity
- Immediate commercial improvements to revenue, cash flow, and margin
- Culture repair and renewal, from the bottom-up

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### The Results

One year on, *AJ Specialist Lawyers'* internal results began to once again match their external reputation.

Compared to the prior year:

- Revenue increased by \$750,000
- Payroll costs *reduced* by \$100,000
- Partner salaries rose by \$10,000/month *each*
- Profit lifted by \$500,000
- Team members *voluntarily* returned to the office more frequently

*"Investing in Como was our biggest ever business expense. It took a panic for us to commit - but now, we've never felt more aligned, profitable, and proud."*

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### The Takeaway

When they launched, *AJ Specialist Lawyers* felt they had to choose between profit or culture. With the right support, they created a firm that honours both - and now they're growing from a place of confidence instead of crisis.

If your firm is struggling to balance commercial and cultural ambition, and provide you and your partners with your personal goals, then now is the time to speak with Como Legal Coaching.

Visit [www.ComoLegalCoaching.com/Contact](http://www.ComoLegalCoaching.com/Contact) to learn more.



[harmony@como.ltd](mailto:harmony@como.ltd)

+61 468 434 323



[jacob@jacobaldrige.com](mailto:jacob@jacobaldrige.com)

+61 427 151 181