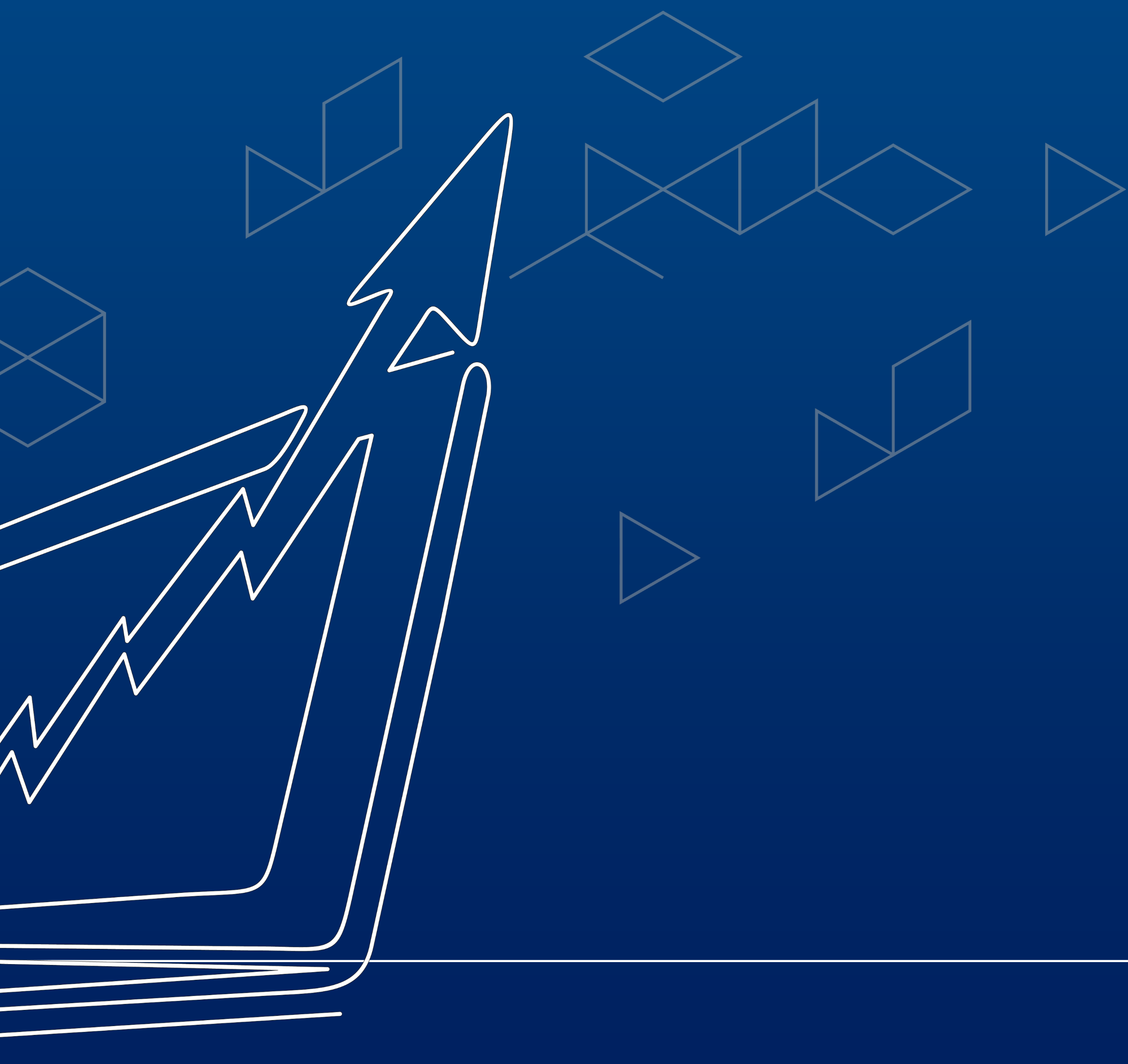
Commerciality for Legal Firms

An interactive digital simulation designed for flexibility - delivered as a half-day experience or in four dynamic 1-hour sessions. The simulation offers a powerful learning experience for aspiring and/or new partners.



Commerciality for Legal Firms

Connect everyday decisions to financial performance

Understanding how client management, pricing, staffing and billing decisions interact is front and centre of commercial success.

The modern law firm operates as a **complex, interconnected business**. Financial outcomes are rarely the result of one decision and rather the cumulative effect of many commercial judgements.

Siloed thinking and a narrow focus can erode margins, strain cash flow and weaken client relationships.

The solution

Our experiential simulation places aspiring and/or new partners in the driver's seat of a legal practice. Through realistic, time-pressured decisions, partners experience how everyday choices around pricing, leverage and billing management impact firm profitability. By seeing the financial and people impact of their decisions unfold in real time, partners **build commercial awareness and the confidence needed to deliver improved performance**.

Delivery options

The simulation offers real **flexibility** in the way it could be delivered in your firm…

1. The simulation could be blended into an existing programme, with the simulation element **delivered by an MDA Training facilitator working alongside another training provider or internal trainers** to achieve the required learning outcomes.

2. The simulation could be incorporated into your existing programme, with the simulation **delivered by you**. A full "Train-The-Trainer" service would be provided in this instance.

3. If a programme does not exist, or you are looking to refresh your approach, in close partnership, we could **design and deliver a simulation-based workshop** for you.

Commerciality for Legal Firms

The simulation at a glance

Client management
Onboard, retain, divest

Pricing
Manage rates and rate increases in hourly billing or fixed fee matters

Performance
Track real-time financial results - revenue, profit and lock-up, alongside client satisfaction and people engagement metrics

Scope and staffing
Balance leverage, utilisation and resource constraints

Billing
Respond to scope creep and late payments, consider write-downs

The simulation experience

Teams work together to manage their portfolio over **four simulated years** to embed learning and promote commercial behaviours. Each year incorporates an unanticipated challenge.

1 Manage
Introduction to system and first matter.

Twist: Competitor submits a lower quote

2 Grow
New clients, rate increases and prioritise business development

Twist: Trainee secondment

3 React
Divest from low margin clients and manage collections

Twist: Balance salary increases with cost control

4 Optimise
Manage personal and firm level performance

Twist: Need cash for capital investment

Commerciality for Legal Firms

Tailored to meet your needs

Types of clients

Reflect your real client mix; key account or high-volume work

Matters

Dynamic and editable to match your practice areas

Staff roles

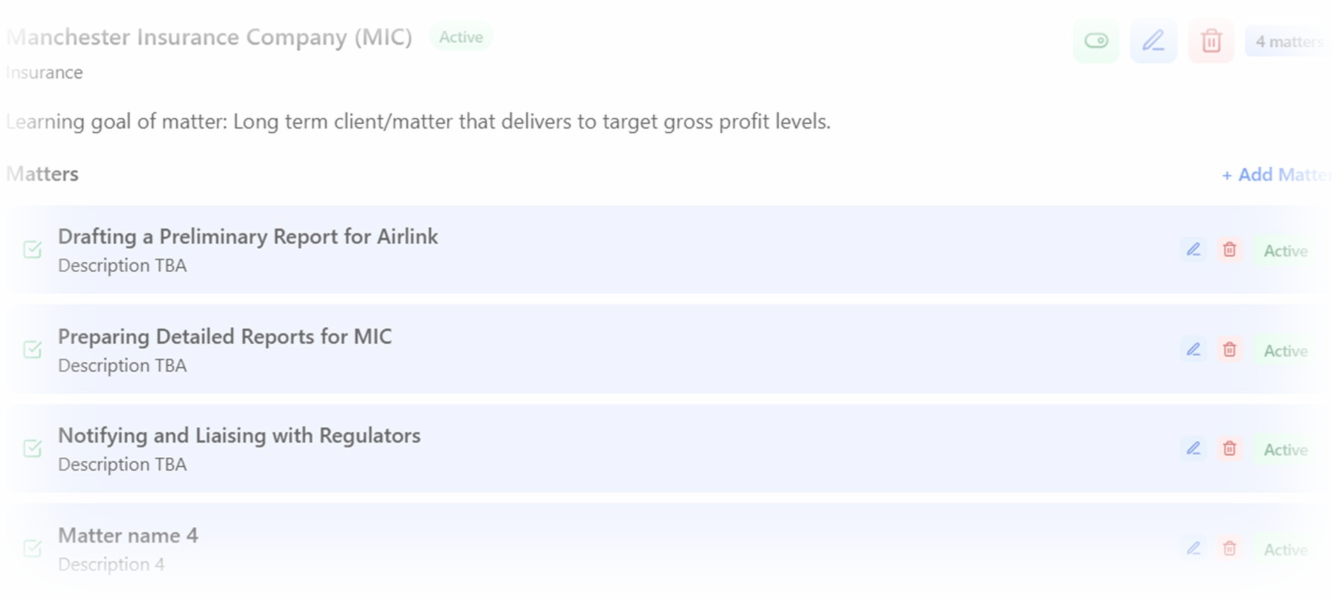
Set roles, salaries, and expectations to fit your firm

Challenges

Add twists that mirror your real-world pressures

KPIs

Define success with a performance dashboard tailored to your internal metrics



Commerciality for Legal Firms

Key learning outcomes

The simulation delivers a number of learning outcomes…

1. **Think commercially** about client management, including when to onboard, retain or divest from clients

2. **Understand** how leverage, realisation and recovery drive profits

3. **Recognise** the ripple effect of billing and cash collection delays on performance

4. **Identify** opportunities to improve margin and cash recovery by adjusting rates, resourcing levels and billing practices

5. **Demonstrate** sound financial judgement when balancing client satisfaction, staff engagement and commercial outcomes

6. **Apply** financial insights from the simulation to real client and matter scenarios within their role.

Flexible duration

½-day or 4 x 1-hour sessions

Audience

Aspiring and/or newly-promoted partners

Format

A scalable, highly interactive team-based simulation

Delivery

Digital solution delivered in-person or virtually

Learning approach

→ Analysis
→ Process
→ Decision
→ Outcome
→ Apply

Why choose us?

Our difference: We combine commercial realism with behavioural insight, ensuring learning sticks and translates into real impact.

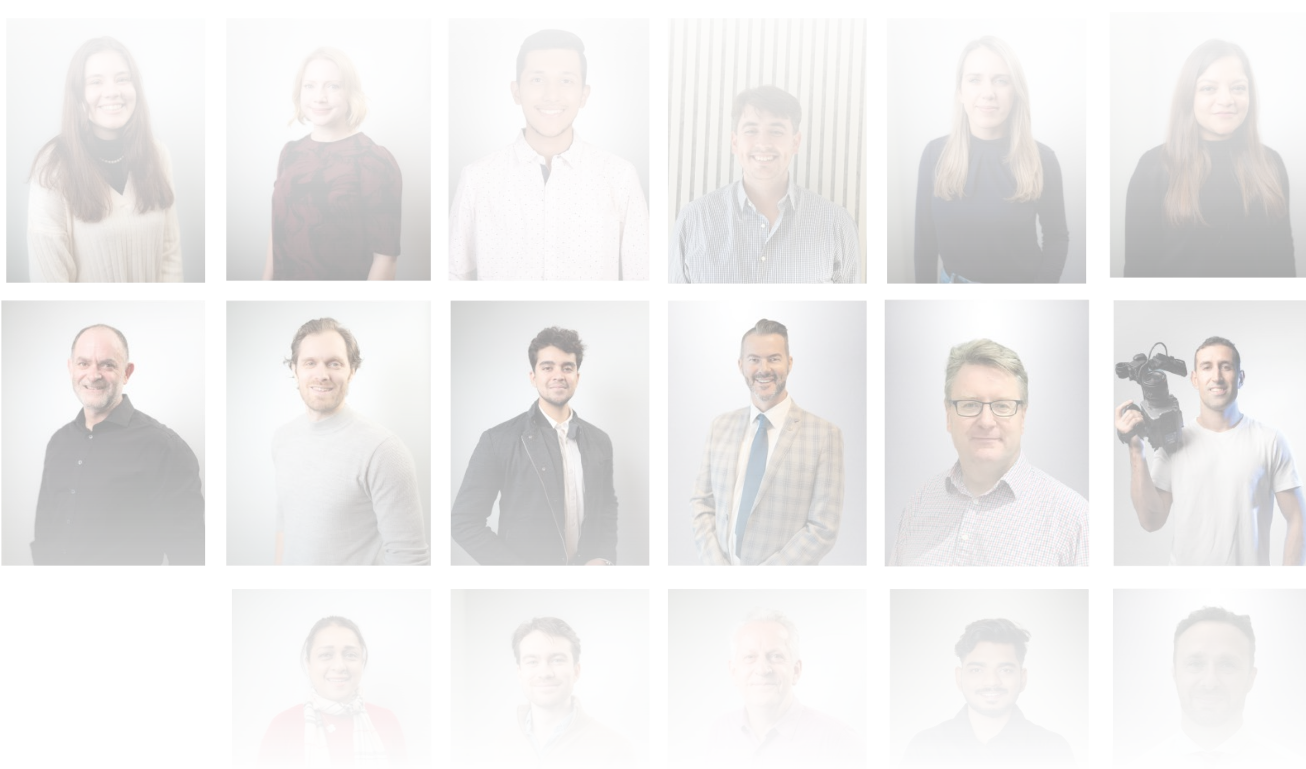
Proven track record: Trusted by multi-national companies all over the world including legal and professional service firms.

Flexible delivery: In-person, virtual, or hybrid - designed to scale to your needs.

Measurable impact: Participants leave the program with better understanding of how partners can manage margins and improve cash collections.

Ready to transform your firm's financial decision making?

Contact us to explore how our simulation can be tailored to your Law Firm.



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