



# SIMON TUPMAN

INSPIRING TOMORROW'S LAWYERS

| Motivational  
speaker to the  
legal profession

| Best-selling  
author

| Meetings  
facilitator

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## 2017 PRESENTATION PROSPECTUS

for Managing Partners, Practice Group leaders, General  
Counsel, CEOs and Directors of Learning and Development



**SIMONTUPMAN.COM**

**“ NO MATTER WHAT ANYBODY  
TELLS YOU, WORDS AND  
IDEAS CAN CHANGE THE  
WORLD.”**

John Keating  
*Dead Poets Society*





## SIMON TUPMAN

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SPEAKER, AUTHOR,  
MENTOR, FACILITATOR

FOR THE PAST 25 YEARS, SIMON TUPMAN HAS BEEN A THOUGHT LEADER IN THE LEGAL SERVICES INDUSTRY, HELPING LAWYERS BUILD BETTER FUTURES. FIRMS AROUND THE GLOBE CALL ON SIMON FOR INSIGHTS AND INSPIRATION SO THAT THEY CAN STAY 'AHEAD OF THE CURVE.'

A former practising lawyer, Simon has devoted his career to helping lawyers thrive in changing times. Lawyers, law firms, and practice groups face a number of challenges that threaten to undermine the very foundations upon which their reputations were built. In his presentations, Simon identifies the key issues and presents ideas designed to bring the best out their people, their clients and their leaders. His insights into the legal sector, coupled with his presentation style inspires audiences to 'raise the bar' and to achieve their full potential.

Simon is a member of the Law Management Group, the Law Consultancy Network and the Law Society of England and Wales.



# PRESENTATIONS TAILORED TO MEET YOUR GOALS

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SIMON'S PRESENTATIONS DRAW ON RESEARCH AND WORLD BEST PRACTICE. THEY CAN BE DELIVERED KEYNOTE STYLE, (45 TO 60 MINS) OR AS A WORKSHOP (HALF-DAY TO A WHOLE DAY). THE LONGER THE PRESENTATION, THE MORE INTERACTIVE THE EXPERIENCE AND THE RICHER THE CONTENT.

*SIMON'S 4 MOST POPULAR PRESENTATIONS ARE:*



## **THE FIRM OF THE FUTURE – WHAT MIGHT IT LOOK LIKE?**

Today, law firms have to deal with a great deal of change. Disruptive (and enabling) technologies, competition, commoditisation, and globalisation are all challenging the way law firms have traditionally gone about their business. To meet these challenges, law firms are having to re-think the way they manage themselves and deliver their legal services. Simon's presentation will examine how these forces are shaping the firm of the future, creating new jobs and opportunities and reshaping the legal profession as we know it.

### *Key learnings:*

- An understanding of the forces impacting on the legal services industry today
- Key trends and best practices from around the globe
- How to assess your readiness to change and the consequences of failing to act
- An appreciation of the impact of technology on your firm
- What clients will expect from their lawyers in future
- What firms need to do to stay ahead of the curve
- How your firm can be a force for good







## FROM LAWYER TO LEADER – HOW LAW FIRMS LEADERS CAN EFFECT CHANGE AND TRANSFORMATION

In the last decade, lawyers have experienced turbulence not seen before. The global financial crisis, advances in technology, generational demands and new entrants have created a shift in the legal services industry. How lawyers respond to this uncertainty and unpredictability will determine their fate. Never before has law firm leadership been so important. This will require lawyers to develop leadership skills and commercial acumen if they are to successfully navigate their firms through choppy waters. Simon's presentation will address some of the unique challenges facing lawyers and will outline what lawyers can do to become more rounded, aware and influential. Lawyers will leave with a greater appreciation of the power and possibilities of leadership, both personally and organisationally.

### Key learnings:

- 5 key initiative all law firm leaders need to take
- an appreciation of why trust in the leader is vital
- why leaders need to have thick skins and how to develop one
- why a clear vision and meaningful values are essential to a healthy and vibrant workplace culture
- key initiatives to motivate and engage your people
- insights from other law firm leaders





## THE MOTIVATION IMPERATIVE - HOW TO MOTIVATE, ENGAGE AND ENABLE YOUR PEOPLE

Imagine what might happen if your lawyers and support staff were more inspired, motivated and engaged. It's an exciting and very real prospect. Research shows that those firms who have motivated and engaged people on board are more successful than those without. To make it happen, law firms need to ensure their people are connected to the business. In other words, their people need to understand what the firm does, why it does what it does and the positive impact that the firm's work has on its clients and the wider community. Simon's presentation will show what firms can do to develop a collaborative, supportive and vibrant workplace culture.

### *Key learnings:*

- an understanding of global engagement trends
- avoiding mental health issues
- the common concerns most people have about their employers
- understanding and articulating your firm's wider purpose
- how to motivate the new millennials
- 7 key drivers of employee satisfaction
- 5 practical initiatives to enhance your workplace





## **DISTINCTION OR EXTINCTION – WINNING THE BATTLE FOR BUSINESS**

The market for legal services is becoming increasingly competitive. Clients expect more for less and are more informed about the choices they have. The internet and new entrants into the market have made legal services more accessible and affordable than ever before. Law firms can no longer rely on a steady stream of business to walk in through the door. Existing clients need to be retained, while prospects have to be identified and converted into clients.

Business retention and development is not just for the rainmakers in the firm. It is everyone's responsibility. Simon's presentation will offer firms a road map on how to build a high-profit practice founded on the tried and tested principles of client relationship management and marketing.

### *Key learnings:*

- What the 80/20 rule reveals about your client base
- Ways to meaningfully differentiate yourselves from your competitors
- Alternative pricing methodologies - what choices do you have?
- Understanding what clients really want
- Overcoming fee resistance
- Positioning you / your firm as the premium provider in your field
- How to build a referral network that generates profitable business
- Running events to generate revenue and business
- How to take care of the little things that make a big difference
- How to make the most of social media



# WHAT CLIENTS SAY

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SIMON HAS PRESENTED TO LAWYERS AND LAW FIRMS IN 10 COUNTRIES AT CONFERENCES, RETREATS AND WORKSHOPS, WITH MANY INVITING HIM BACK. HERE'S WHAT SOME OF THEM HAVE HAD TO SAY:

## ARTICULATE

*"Simon is a very thoughtful articulate speaker who takes the time and effort to get to know those he is working with before the event. He is able to use his wealth of knowledge and experience to help lawyers and the General Counsel community really think about leadership in the real sense of the word."*

Partner, Head of Client  
Strategy for Pinsent  
Masons LLP, UK

## INSPIRING

*"Simon's approach was consultative and inspiring to the whole firm. Most particularly though was the thoughtful and insightful program he put together for us - it hit all the right notes even though it pushed us out of our comfort zone. I don't hesitate to recommend Simon."*

Practice Manager,  
Burke and Mead,  
Newcastle, Australia

## THOUGHTFUL

*"Simon has presented at Anthony Harper's partners' retreats a number of times over the years. We have appreciated Simon's thoughtful insights and his poise and calm approach in guiding discussion on the strategic challenges faced by the firm. He provides the right balance between allowing discussion to continue and drawing matters to a conclusion. We value Simon's input."*

CEO, Anthony Harper, Auckland/Christchurch, New Zealand





## GENEROUS

*"We wanted all of our staff to start thinking about marketing from the receptionist to the senior partners. Simon inspired and delighted everyone with his fresh approach and quirky sense of humour. He generates ideas and is generous in handing them on to those who will listen."*

CEO, Mason Sier Turnbull, Melbourne, Australia

## VALUABLE

*"Thank you once again. You helped pull everything together and your insight and experience in the legal industry was very valuable to us all."*

Practice Manager,  
White Fox and Jones,  
Christchurch, New Zealand

## OPENED MINDS

*"Simon was the keynote speaker and facilitator at our Partners' Conference. He was well researched, well prepared, and his delivery was excellent. He opened minds as well as eyes. We will certainly be continuing our relationship with him."*

Managing Partner,  
Andrew M. Jackson, Hull, UK



## COMMON SENSE

*"Simon's key strengths are imagination, enthusiasm and common sense. You don't often find all three in one place!"*

Director of Training and  
Development, Eversheds, UK



## STIMULATING

*"Simon delivered a thoroughly interesting and enjoyable session for our conference which he put across in a relaxed, amusing and stimulating style. We look forward to seeing him again at future events."*

CEO, Law South,  
Chichester, UK

## RECOMMENDED

*"For our recent strategic review we felt the best fit for our culture was to host our own series of meetings. However, we also knew we needed a fresh market insight and inspiration to lift the process above the usual banality trap. Simon's relaxed but efficient style of presentation served our purposes perfectly."*

General Manager,  
Saunders & Co,  
Christchurch, New Zealand



# WHAT YOU CAN EXPECT – SIMON'S PROMISE TO YOU

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SIMON'S PRESENTATIONS ARE INDIVIDUALLY CUSTOMISED  
SO AS TO ENSURE HIS MESSAGE HITS THE RIGHT NOTE

## BEFORE

On receiving your enquiry, Simon will promptly respond and have a preliminary discussion with you to:

- learn relevant background about your firm
- gain a clear understanding of your objectives for your event
- learn about your audience
- understand some of your current challenges
- agree on the specific objectives of his presentation
- agree on what audience participants should gain from his presentation
- outline alternatives so that you can get the best return on your investment
- agree on terms of engagement

In order to enhance his preparation, and at each client's discretion, Simon may then also

- interview Partners and/or management to listen to their

comments and understand their concerns

- call potential audience members and build his presentation around their priorities
- distribute a survey questionnaire among potential audience members and incorporate the findings
- prepare a handout for audience members
- present a signed copy of one of Simon's books for each audience member

Once a brief is finalized, Simon will confirm and provide:

- audio-visual requirements
- suggested room layout
- introductory biography
- high resolution photo for promotion purposes
- terms of engagement



## DURING

Simon likes to arrive one hour before his presentation to check the audio/visuals, room layout, and to meet the introducer. While presenting, he prefers to walk about rather than present at a lectern so if a microphone is needed (usually if more than 40 people), he will need a lapel microphone. He will always stick to his allocated time unless requested otherwise.

## AFTER

Within a week following his presentation, Simon will follow up with you to ensure you are happy he has met his brief and to discuss any audience feedback or other issues arising from his presentation.



## YOUR NO-RISK, MONEY BACK GUARANTEE

Simon guarantees his work. All fees are subject to Simon's 100% money-back guarantee. Should he not meet your brief, he will, at your option, either waive his professional fees, or accept a portion of those fees that reflects your level of engagement.



# 7 WAYS TO GET THE MOST VALUE FROM SIMON'S PRESENTATIONS

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**1** Host a breakfast or lunch for your important stakeholders - your team, your clients and your referrers with Simon as guest speaker. You will create an opportunity to develop relationships in a relaxed environment.

**2** If you have a limited budget, make your investment more affordable and **secure the financial support of a 'sponsor' or 'joint venturer'** such as a referring law or accountancy firm who would also benefit from participating in Simon's presentation and the opportunities for learning associated with it.

**3** Have Simon give a keynote style presentation to all your team over lunch and afterwards, **invite a select few to attend an afternoon workshop** on one of his professional development topics.

**4** If you are a supplier to legal service suppliers, **host a presentation to some of your important clients** and enhance your relationship with key decision makers.

**5** Record Simon's presentation. This can be done on video or audio (subject to agreement). That way, you can share the information time and time again with your team and keep it in your library for ongoing learning and development.

**6** When booking a presentation, take advantage of the opportunity to **purchase copies of Simon's books at a substantial discount** (subject to availability).

**7** Gain CPD (Continuing Professional Development) or CLE (Continuing Legal Education) points for your staff. Enquire with your regulating professional body as Simon's presentations may well be eligible.






## HOW TO BOOK SIMON

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TO BOOK SIMON TO SPEAK AT YOUR FIRM OR EVENT, OR  
TO ENQUIRE ABOUT PRESENTATION OPTIONS, CONTACT  
HIM DIRECTLY VIA ANY OF THE FOLLOWING:

 [simon@simontupman.com](mailto:simon@simontupman.com)

 +64 27 214 8405

FOLLOW SIMON ONLINE:

 [simontupman.com](http://simontupman.com)

 [twitter.com/simontupman](https://twitter.com/simontupman)

 Simon Tupman



**“ I WARMLY RECOMMENDED  
SIMON AS A SPEAKER;  
HE DID A BETTER THAN  
GREAT JOB – JUST THE  
RIGHT TONE AND CONTENT  
FOR THE OCCASION. THE  
CLIENTS WERE DELIGHTED. ”**

Richard Susskind OBE, Author  
'The Future of the Professions'