

PRESENTER



Jarrod Coburn, CEO, Ebborn Law, Christchurch

Jarrod is the Chief Executive Officer of one of New Zealand's fastest growing law firms. He has a solid background in risk management, marketing, organisational behaviour and strategy.

Jarrod has a robust understanding of what drives small to medium enterprises to succeed in the New Zealand marketplace and has successfully applied this knowledge to the legal sector, taking Ebborn Law from start-up to specialist family law firm with a nationwide reach, in under three years.

He holds a Master of Management Studies degree from Victoria University and is a member of the New Zealand Institute of Management.

Cover and text stocks used in this publication are from Forestry Stewardship Council certified mills, manufactured under the environmentally responsible paper manufactured environmental management system ISO 14001, using pulp from well managed forests and other controlled sources.

CONTENTS

1. INTRODUCTION	1
2. WHAT OTHER BUSINESSES COULD LEARN FROM THE LAW PROFESSION	2
ETHICS	2
COLLEGIALITY	2
STANDARDS	3
LEARNING FROM LAWYERS.....	4
3. WHAT PRACTITIONERS COULD LEARN FROM OTHER BUSINESSES	5
BUSINESS PLANNING	5
<i>Lotto: a tax on the innumerate</i>	5
<i>Planning v Risk management</i>	5
<i>Ready, steady, stop!</i>	5
RISK MANAGEMENT	6
<i>All management is risk management</i>	6
<i>Smart managers don't use a dictionary</i>	6
<i>What type of risk?</i>	7
STRATEGIC MARKETING	8
4. WHY GOVERNANCE IS OFTEN SEPARATED FROM OPERATIONS IN FIRMS	10
MANAGEMENT OF RISK	10
<i>What's hot and what's not</i>	10
<i>Heuristics: the rule of thumb</i>	11
<i>Tools of the trade - SWOT</i>	12
<i>Tools of the trade - PESTLE</i>	13
<i>Tools of the trade – Porter's Five Forces</i>	13
ACCOUNTABILITY	15
<i>Responsibility v Accountability</i>	16
MAINTAINING STRATEGIC DIRECTION	16
<i>Strategic Accountability</i>	16
<i>Operational Delegation</i>	17
5. HOW THE BUSINESS OF LAW IS EVOLVING IN OTHER JURISDICTIONS	19
<i>Doing things differently (substitution and new entrants)</i>	19
<i>Artificial lawyers?</i>	20
<i>Liberalisation of the law profession</i>	21
<i>Can the profession be more business focussed? Does it have a choice?</i>	22
<i>What's in the balance?</i>	23
6. CONCLUSION	24