

## NZ TOP TIER LAW FIRM

### Challenge

Creating a culture that ensured the strategy was delivered upon. Aligning 45+ Partners on the values and direction of the firm and then implementing this across the business.

### Approach

Utilising a neuroscience-based approach, 45 Partners were surveyed for their view of the current status of the culture. At a weekend retreat, NEP workshopped the strategy of the firm and the behaviours required to be able to deliver that strategy. Across a day, for key areas were derived and a story formed around the core values of the firm.

Across the next 12 months, these values were tested and socialised throughout the firm, then translated into meaningful language, imagery and most importantly, behaviours and strategies. Each area of the firm used these defined values to review the systems and processes so that it would be clear, no matter where in the firm, what was important there.

### Outcomes

The Partners were able to succinctly articulate their approach to the whole firm, aligning strategies across the board. Each person felt engaged and heard. Difficult conversations were resolved in a supportive and aligned manner. The Partners received feedback that the team were feeling engaged, and supported and knew what they were working towards. This proved to be incredibly beneficial in the lead up to the global pandemic and their abilities to remain connected during lockdowns and hybrid working.