

# S.T.R.I.D.E.

**Structured Training and Resources for Innovation, Differentiation, and Effectiveness**




Presented by



As an executive, you understand the critical role that effective communication and public relations play in establishing a strong and reputable presence. In today's competitive landscape, it is more important than ever for law firms and their corporate clients to set themselves apart and proactively manage their communications for sustained success.

***How do you support your organization to be the most competitive and effective as possible?***

**S.T.R.I.D.E.** is a groundbreaking service redefining the landscape of strategic communication.



**S.T.R.I.D.E.** services equip organizations to pinpoint obstacles and inefficiencies, distinguish true unique selling propositions, and adjust to shifting client requirements. These workshops, trainings and short-term engagements, are designed to provide organizations with the tools to master effective approaches to key business growth activities. Choose from a variety of topics and engagement structures for the program that best meets your needs.

# S.T.R.I.D.E.

## SERVICE OFFERINGS



### DIAGNOSTIC

Identifies challenges and inefficiencies within a law firm's client and market-facing activities and provides opportunities and recommendations for improvement and growth.

On-site program for 2 - 4 business days  
Button: See steps included in the diagnostic

[LEARN MORE ABOUT DIAGNOSTICS](#)



### STRATEGIC MARKETING AND COMMUNICATIONS ASSESSMENT AND PLAN

Creates a clear plan for strategic marketing and communications in various stages of growth, repositioning and business development.

[LEARN MORE ABOUT ASSESSMENT](#)

*"I found the session interesting and of value. I appreciated you sharing your insights."*

~ Head of Marketing,  
Top 5 UK-Based  
International Law Firm

*"I very much enjoyed the workshop."*

~ Head of Marketing,  
Leading Hungarian Law Firm

*"The workshop was truly the standout event at the conference. You made us lawyers think from a different perspective!"*

~ Partner, Czech  
Republic-based  
International Law Firm

*"Thank you for the great workshop!"*

~ Head of Marketing,  
Frankfurt-based  
International Law Firm



## TRAININGS AND WORKSHOPS

Customized programs to address the unique needs and specific challenges of law firms, practice groups, industry groups and legal departments, usually identified through the diagnostic.

Current Offerings:

- Crisis Communications Planning and Implementation
- Generative AI in Law Overview
- Generative AI Use Policy Development and Implementation
- Media Relations for Lawyers and Law Firm Leaders
- LinkedIn for Lawyers and Law Firm Leaders
- Driving Engagement and Impact Through Employee Advocacy
- Public Relations
- Public Speaking

[LEARN MORE ABOUT TRAINING](#)



*"Thank you so much for your time and for conducting media training. Your messaging and advice could not have been more on point. We appreciate the attention to detail you put into the training, your wealth of knowledge, and your advice."*

~ Head of Marketing,  
Mid-Size Regional U.S.  
Law Firm

*"It was a real pleasure meeting you and I did find the marketing workshop particularly interesting and helpful!"*

~ Associate Partner,  
Cyprus-based Law Firm

*"Your presentation was perfect and I have received several positive comments. We appreciate you taking the time to share your valuable insight with our lawyers."*

~ Director of Marketing,  
Mid-Size U.S. Law Firm

# FACULTY



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