

**Do you know that between 70-80% of all improvement initiatives fall short of expectations, or fail out-right? We do. And that's why we think getting it right first time, and having the right people on your side, is essential - if you want to succeed.**

We know the things that drive successful change, and we've developed our business improvement services around them. Using a selection of advanced creative approaches, tried and tested in a wide range of industries, our experts deliver the lasting, successful solutions you need.

## What we do

The DWF Consulting service underpins the growth and success we, as a legal business, have seen in recent years. In short, we've been practising what we preach.

Formed from our internal change team, we realised that our customers didn't only need help with legal challenges but for us to apply our deep commercial understanding to help them on the path to overall business transformation.

That's why we established a new, dedicated Consulting team. This new team is made up of banking, retail, public sector and business professionals, as well as lawyers. Individuals that have spent their time supporting DWF in its growth and innovation plans. Using the techniques developed as part of our own business improvement programme, we have established a reputation for passing on these winning solutions to a wide range of customers, including, in particular, those in the public, education, real estate and financial services sectors.

## Our approach

We're not in the business of bogging you down with long-winded consultancy models, processes and protocols. We like to keep it practical. That's why we use cutting-edge process software to model and re-engineer your organisational processes and plans to reduce risk and improve productivity - all the time whilst controlling costs and keeping you involved at every step.

You can choose the level of involvement and output to suit your budget and organisational needs. What's most important is that you - the customer - sit at the heart of any recommendations we make, actions we (or you) implement and decisions made. Whether delivering advisory work, project work, training or playbooks (where we share our experience and expertise in a format that allows you to implement it for yourself), we're a new

breed of business improvement specialist. We're the right team for the job and we get the results you want.

### Why DWF Consulting?

- If your organisation is hungry for change and innovation. We're the right team for the job
- If you're put off by traditional, long-term consultancy projects and want a quick, short burst of inspiration and focus. We're the right team for the job
- If you want someone to challenge your existing ways of working and apply innovative, forward-thinking solutions, with a proven track-record for success. We're the right team for the job
- Named as one of The Financial Times' most innovative legal advisers, DWF is a global organisation transforming legal services by questioning traditions and thinking beyond conventions. Like you we recognise that the world is changing fast and the old rules no longer apply. That's why we're always finding agile ways to tackle new challenges together.
- What sets DWF Consulting apart is that we are committed to delivering the very best, correct solutions for you. This means that you can trust us not to recommend a course of action, or technology partner, just because of a commission or exclusive deal. With DWF you can rest assured you'll get the right, impartial advice
- We take a pride in never charging you a penny for work that you aren't 100% happy with. That's why we've cast off hourly and daily rates in favour of modular, project-based fees, grounded in tasks and deliverables. You get charged a 50% deposit before work starts and only pay the balance if you're totally happy with the work we've done.

## The four corners of business success

### Improvement

When we're working on business improvement projects we take a no-nonsense approach, so that we get to the heart of the matter quickly and efficiently. Whether we're working on stripping out unnecessary areas of waste, implementing new technologies, challenging business norms to be more efficient, improving overall customer satisfaction or reducing risk in processes that are failing to deliver the outcomes you want; we understand that each challenge is different. That's why we make it our business to apply our commercial skills and experience to help you along the path to sustainable business change.

### Innovation

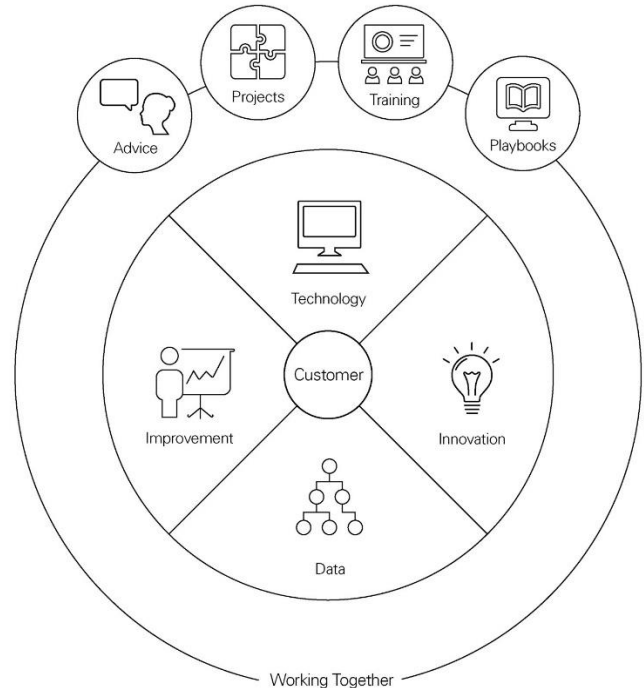
We want to make sure that innovation is more than a 'flash in the pan'. That's why we think about business problems and opportunities differently, using cutting edge techniques, grounded in science and experience, to generate sustainable change. On every project we work hard to explore existing problems - applying exciting, creative, divergent thinking techniques and giving you the tools you need to approach things completely differently.

### Data

We are passionate about helping you establish stronger control of your business by harnessing and using data in more innovative and advanced ways - whether that means predicting behaviours, informing decision making, reducing risk or improving returns. We work with you to identify hidden issues and trends, and to use predictive analytics (as well as data modelling) to develop a more robust business. What sets us apart, however, is our ability to wrap all of this up in our characteristic no-nonsense approach and language.

### Technology

We understand that your business is changing constantly - whether through improvement projects or innovation. And we understand that this often brings with it a need for greater and different technology solutions. An internal IT team, however, by definition might find it challenging to keep up to speed with external developments in technology. That's where we come in. Our technology advisory service isn't affiliated to any software or hardware provider - we focus only on finding the best solution for you. This ensures we can analyse your needs and take a completely impartial look at the technology landscape, ensuring you get a technology solution that is the perfect fit for your business. We scan the market, build requirements, and highlight the path for next steps, ensuring the most appropriate product is chosen - to help you implement it successfully



### Examples of our work include:

- An education provider was looking to improve their employee engagement. Via a series of 'Voice of the Business' collaborative workshops, we gained a deeper understanding of the issues faced. We then worked with the leadership team to set out a roadmap to a clearly articulated, alternative structure. Together we successfully reduced the performance management life-cycle from a disjointed 6 months to a single day; giving all employees clear visibility from leadership strategy through to individual objectives. This resulted in improved workplace satisfaction and solidified their contribution to the group strategy.
- A large telematics insurer had an unknown quantity of potential organised fraud files, increasing the chances of false claims and higher legal costs. We spent 2 days with the senior Fraud team in a focussed process modelling workshop involving all relevant teams. We were able to re-engineer the process to meet the needs of the business quickly and efficiently. The outcomes included - all non-essential steps were removed from the process, and low-risk intelligence gathering was outsourced, freeing up internal resource to focus on high-risk cases.
- The GC at a prominent public authority identified that the legal team lacked knowledge in structured improvement methods. This was hampering progress towards continuous improvement techniques. We led a full-day seminar for the in-house legal teams (35 members) taking them through an introduction to disruptive thinking, process modelling and management, and a selection of key continuous improvement techniques. Focussed teams were then allocated time and resource to introduce some

of these new concepts into BAU. Since then several change initiatives have been launched to improve operations.

- A large property developer that was once known as an innovator in their sector had become disconnected from their target market and were lagging behind in innovation. From working with the Commercial Director we ascertained that it would help to understand the 'customer journey' to identify opportunities for improvement and innovation. This resulted in more than 60 new solutions being generated by the collective input of the commercial team, more than 40 of these have now been implemented; moving the business back to their innovative ways.

## What our clients say

“ DWF Consulting helped us streamline our Performance Management process by focusing on our College's core strategy and mission. Working with Ed and Jason gave us the time to focus, evaluate and refine key processes at the college. They were professional, efficient and innovative, with an essential touch of humour thrown in. This work proved invaluable in engaging staff in the process of taking ownership of their own performance management

**Vicky Bryant - Carmel College**

“ Six months ago, DWF Consulting embarked on a mission to assist Urban Splash Commercial map out their

customer journey and identify ways in which we could improve our customer experience. Working with our commercial team involved connecting a spectrum of skill sets and working practices which are all necessary for the delivery of our overall team goals. Ed and Jay adapted and understood our business immediately and extracted everyone's thoughts, priorities, creative ideas and possible solutions in a very intuitive way that everyone connected with. Ed and Jay positively connected with our team to extract what we felt our strengths are but more importantly where we can improve and ideas for how to do this. The clarity on the reporting structure has been excellent which is helping us to convert the findings and touch points into real outputs that we can action.

"Having got to know individuals within our team Ed and Jay went one step further and spent time training and providing coaching on time efficiency, diary management and prioritisation all of which is being implemented into our daily working life to hopefully affect long term change for us all!

"Ed and Jay are genuinely charismatic, they have a true passion for what they do and who they work with. This doesn't just apply to the full team they advise but in our case also very importantly the individuals which make up the team. Their adaptability shown to understand the full picture has been brilliant"

**Emily Handslip - Director of Commercial Lettings - Urban Splash**

## Contacts

Please contact Ed Hunt or Jason Dunning for more information, or to start the conversation around improving your business.



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### Beyond borders, sectors and expectations

DWF is a global legal business, connecting expert services with innovative thinkers across diverse sectors. Like us, our clients recognise that the world is changing fast and the old rules no longer apply. That's why we're always finding agile ways to tackle new challenges together. But we don't simply claim to be different. We prove it through every detail of our work, across every level. We go beyond conventions and expectations.

Join us on the journey.

