

Sills & Betteridge

Together We Can



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*Martyn Hall
Practice Director
Sills & Betteridge LLP*

Sills & Betteridge LLP is a law firm operating across the East Midlands from offices in Lincoln, Boston, Spilsby, Sleaford, Gainsborough and Coningsby. It provides a range of legal services from accident & injury to commercial & corporate. The company was formed in 1976. It currently employs 130 staff and is owned by 14 owner/manager partners, all of whom are members of the firm.

Business Evolution was invited to work with the equity partners to help clarify their vision for the firm after a series of acquisitions across the East Midlands, to identify how the firm will meet that vision in terms of capacity and capability, and to develop a new approach to marketing, sales and business development.

Among the areas addressed, one key project focused on market intelligence to identify trends within the legal services sector, and to understand how those trends could be used to develop and benefit the firm and achieve their vision. Another specifically addressed organisational development in terms of communication strategies, skill sets and succession planning.

“As well as providing guidance and support to me personally, Sarah provided great assistance to be the business in many areas including strategy formulation, marketing, human resources and IT” said Martyn Hall, Practice Director. “She was very challenging and encouraged the firm’s senior management to question key aspects of the business. Her help has been invaluable when planning for the impending changes to the legal services sector. I would recommend Sarah Coleman and Business Evolution to any business currently experiencing change, whether it’s in the business itself or the sector in which it operates”.



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