

SCGLEGAL

A WORLDWIDE NETWORK OF LEADING LAW FIRMS

STRENGTHS

- Experienced staff
- Strong finances
- Committed, diverse board
- Distinctive culture/esprit de corps
- Brand (gov't relations in USA)
- Valuable events/education
- Non-exclusivity
- Personal friendships and trust
- Great connections

WEAKNESSES

- Reliant on slim management team
- Profile
- Members time-poor
- Breadth of firm involvement
- Business model outdated
- Ability to operate as one

OPPORTUNITIES

- Greater client involvement
- Client resistance to Big Law fees
- Thought leadership
- Diversity
- Market connections
- Project management
- Regulatory and public policy expertise

THREATS

- Business model
- Market consolidation
- Protectionism vs. market demand
- Insourcing
- Competition
- Budget constraints

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WHAT'S THE BOARD DOING?

- Meeting more regularly
- Focusing on business development opportunities for member firms
 - More client involvement (Denver & London)
 - Opportunities for introductions to international businesses
 - Advisory group
- Re-booting special interest groups
 - Healthcare/life sciences & technology
 - Real estate & litigation
- Raising the group's profile and revamping website & communications
- Developing briefing pack for voting reps
- Building library of success stories
- Reviewing business model for growth
- Making sure that quality is key



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SUCCESS STORIES

- American Society of Civil Engineers (engineering)
- Association for Professionals in Infection Control & Epidemiology (healthcare)
- DXC Technology (technology)
- Howard Hughes Medical Institute (life sciences)
- Iron Mountain (data storage)
- Jelly Belly Candy Company (food manufacturing)
- Kitz Corporation (building supplies)
- Pillar to Post (real estate)
- Polaris Industries (vehicle manufacturing)
- Prosper Funding (finance)
- TracFone Wireless (telecommunications)
- TruGreen (consumer services)
- Tenders for 25 jurisdictions