



What's Your Firm's Vision?
We are here to help

www.lerlawlegal.com



Collaboration: Law Firm Strategy Support Services

We are a law firm with a difference. Law firms regard one another as competitors; but we have them as our clients or potential clients. We work for other law firms, providing consulting services in the following areas:

Strategy:
Leveraging our Principal's professional footprint and deep exposure to the business world, we are uniquely positioned to provide support on law firms' mission and vision, strategy definition, review and execution. A key area is succession planning and institutionalization. Will your firm be around and/or maintain its leadership position in the next 10, 20, 50, 100 years? Will your firm come true in realizing its promising market leadership potential? Can the realization be accelerated?
We work with successful or emerging firms wishing to get better and secure

their future in an increasingly competitive and sophisticated legal market. Yesterday's methods and circumstances do not assure success, and today's realities call for a re-look of firms' operating models. Firms need to be proactive, to anticipate and respond with creativity to market pressures.

One of our deliverables could be a detailed Process Manual, and we can undertake subsequent revisions as required in line with evolutions of the firm strategy.

We advise on goal setting and culture or "atmosphere" of the firm – it must



be such as empower its personnel to excel, almost by default. Experience has shown that firms that are deliberate about their strategy have competitive advantage – they can create their own opportunities. We help catalyze a culture of strategic thinking that oftentimes helps firms reinvent themselves in response to evolving market trends.

Our support can take the form of facilitating law firm strategy sessions, lecturing on strategy at firm retreats, or full blown operational performance improvement engagements. We design packages or modules depending on client's circumstances and requirements.

Capacity Enhancement:

Our expertise is available to firms that require support on intensive projects due to staffing shortfalls or skill gaps. We are flexible in devising and

implementing service delivery collaboration arrangements that work – delivering exceptional, cost effective value to clients in a manner that would not have been otherwise possible. That way, the law firm's clients do not have to seek help from competition. Our high sense of ethics safeguards our partner firm and their clients' interests. Indeed we never accept engagements where the interests of all three – the client, our partner firm and ourselves - do not align.

We provide “an extra pair of eyes” for quality assurance on high stakes, quality-critical client deliverables (reports, opinions, briefs, etc). We enter into retainership agreements with firms which enables them access us as sounding boards on ‘bet the company’ issues, and/or as resource persons in our specialist areas of tax, regulatory, commercial and corporate matters. We are happy to be



'subcontractor' to the law firm or to pitch together as a consortium in beauty parades on complex deals to assure a higher prospect of success in such competitive bids.

We only cooperate under this heading with firms who share the same sense of values as ourselves. Before commencing work, we typically have an executed contract in place to regulate our collaboration relationship.

In particular, we act as consultants to law firms in the tax and regulatory space. We provide technical support ('core tax'/substantive expertise) in

tax litigation – and are flexible to collaborate in a manner that suits the circumstances of the case, the client and the primary counsel. Please see details at www.lawlegal.com (Our Services/Tax Litigation).

Training:

It is saying the obvious that training is a critical weapon in winning the war for talent. Haphazard or nil training programs will no longer suffice: strategic firms realize that investment in their most critical asset (people) confers or consolidates their competitive advantage. We can conduct training needs assessment and design bespoke training programs for

lawyers of our law firm clients – spanning technical (legal) topics, business and personal mastery or soft skills. We then identify appropriate resources to deliver the trainings – ourselves, experienced client personnel (e.g. Partners/sector specialists), and/or third parties. Often, Training could be a complement to our Strategy Services described above. We measure our success in this area of intervention by the 'change' in quality that we engender.

Mentoring:

We provide structured (yet not stiff!) mentoring for law firm employees of our clients. We are well positioned to be a receptacle for sincere feedback about our clients from staff that may otherwise not be forthcoming with voicing their concerns. That way, the firm could take necessary and timeous action to address them for improved performance.

Human Capital Services (HCS):
We provide outsourced HCS. We can assist in setting or reviewing law firm employee performance evaluation programs, skill sets definitions, headhunting and recruitment support/advisory as well as on employee compensation and incentive schemes.

Advisory:
We are generally available to advise on other miscellaneous business and operational issues, either through retainership or one-off arrangements. What we love most about our services in this area is *"the opportunity of contribution"* towards growth of the Nigerian legal market. We are excited to be able to partner with law firms in delivering innovative solutions or creating the long term future they desire for their practices. We are driven by the vision to see the emergence of global law firms from Nigeria in the very near future.



Courses:

Our bouquet of courses include the following:

- Leaving a Legacy: Institutionalizing Firms To Outlive Their Founders
- The Attributes of Success: What Leading Professional Services Firms Do Right
- Innovation: Ensuring Continuing Relevance in Your Practice Area
- Law Firm as Business: Managing Your Firm For Success and Impact
- Impactful Writing: The Lawyers' Business Writing Boot Camp
- Competitive Strategy for Law Firms
- Thrive! Taking Responsibility for Your

Professional Growth

- LeLaw [or Your Law Firm Name] Tax School: (CIT, PPT, VAT, PIT, CGT, WHT, etc.)
- LeLaw [or Your Law Firm Name] Tax Litigation Essentials
- Investment Contract Protection Enhancement Strategies
- Nigerian Sectoral Tax Regulatory Framework: Designing Strategies for Business Success*
- Tax & Regulatory Issues in Contract Drafting & Reviews
- Plus several other courses which can be designed on as needed basis.

*Module(s) will cover specific sectors: FSI, oil & gas (upstream/downstream), real estate, FMCG, hospitality, infrastructure (power, telecoms, transport, etc.)

We Deliver!

Our service delivery team is led by our Principal, Afolabi Elebiju. He has worked for almost two decades with leading Nigerian and multinational professional services firms on landmark cross-sectoral transactions for global market leaders, the public sector and international finance and development agencies. His most recent role was as General Counsel of Nigeria's leading private equity firm (focused on Nigeria and the Gulf of Guinea); he continues to consult for the firm as an Advisor.

He has a B.A. (Ed.) degree (1987) and taught for several years both as an undergraduate and as a graduate teacher before returning to Obafemi Awolowo University, Ile-Ife for his LLB degree which he obtained in 1994.

During his career with Olaniwun Ajayi, Andersen/KPMG and Templars, he attended and facilitated several professional training programs both in Nigeria and abroad.

In 2000-2001 whilst at Andersen, he championed revamp of the BRS' *Senior School* curriculum, teaching several modules including *Legal Drafting*, *Contract Review & Negotiation* and *Project Management*. In 2001, following return from offshore secondment with leading Scottish law firm, *Dundas & Wilson*, he designed and taught the course, *Understanding Electricity Reform in Emerging Markets*.

In 2004, he was charged with leading KPMG's *Executive Selection and Training (EST) Group*. Whilst at EST, he led several training and recruitment engagements for blue chip clients and championed a six-month transformation plan that culminated in the recruitment of substantive EST Group Head.

During his eight years with Andersen/KPMG, he participated in and later managed legal, tax and regulatory



input to multidisciplinary entity transformation consulting engagements and Group restructurings. He co-wrote strategy papers for the establishment of *Andersen Legal* and *KLegal* law firms respectively in Nigeria (both projects were stillborn due to external factors). He has since continued as an ardent student of law firm strategy, business



About LeLaw

We are a young boutique commercial law firm, but backed by two decades of quality multidisciplinary experience. Registered in January 2014, we opened our doors in June 2014. We love crafting creative solutions to clients' business and operational problems. We believe in partnerships and collaboration – with our clients, professional colleagues and other stakeholders to achieve sustainable, impactful results.

We thrive on feedback and continually strive to improve our capabilities towards delivering consistently enhanced clients' experience. We pride ourselves as being the first Nigerian law firm to consciously seek to provide strategy and operational consulting services to other law firms.

For more details, please visit our website: www.lerlawlegal.com.

and management, leveraging in-depth global resources. In 2006, Afolabi wrote KPMG's draft strategy paper on *Oil & Gas Centre of Excellence in the Gulf of Guinea*.

He also advised on regional expansion strategy for clients in different sectors.

As an accomplished presenter, Afolabi regularly speaks at professional, academic and mentoring fora. He obtained his two LLMs in Corporate & Commercial Law and International Finance from the University of Lagos and Harvard Law School respectively. His interest and experience in sector reform consultancies spurred the publication of his book, *Promoting Country Competitiveness Through Sectoral Reforms: Case Study of Nigerian Mobile Telecommunications Sector, 1999 – 2006* (MentorHouse 2014). Afolabi has authored (and co-authored) several publications on diverse areas of

corporate and commercial law in prestigious international journals. Since 2009, he has been contributing the Taxspectives column to ThisDay Lawyer.

He has many professional affiliations, Nigerian and foreign.

As a life coach and motivational speaker with deep interest in youth empowerment, he is a keen developer of people. Many of his several mentees are now leading or emerging professionals in their own right.



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