

**Eurojuris International Congress
Prague
13 – 16 October 2016
MANAGEMENT GROUP**

PROGRAMME

Session:

CHAired BY CHRIS MARSTON

The workshop sessions are dedicated to every Eurojuris member who wishes to improve daily firm practice and exchange experiences.

Theme:

The legal profession is facing change and new competition across Europe. The Management Group will consider the need for strategic thinking, including:

- What is strategy?
- Evolution of strategy models
- Boston consulting group – market share growth model
- Porter's five forces
- Resource-based view of competitive advantage
- Competitive strategy options
- Your resources, the competitive environment and what the client wants
- Making it happen – strategy into implementation
- IBM business leadership model
- The strategic management process – a model
- Strategic questions for law firm leaders to answer
- Be realistic!