



Specialist legal company aims for significant growth



Achieving success by focusing on marketing and new business development strategy

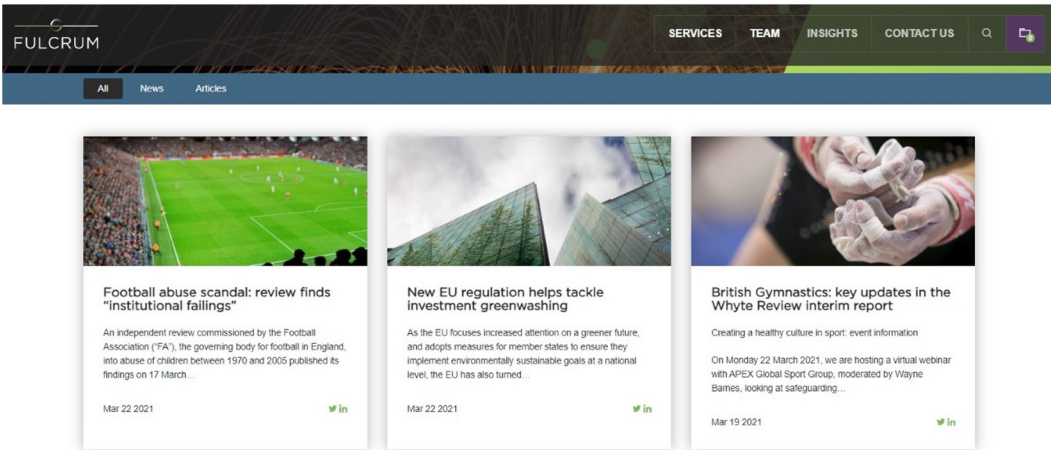
Summary

Fulcrum Chambers (Fulcrum) is an international firm focused exclusively on compliance, investigations, and defence across mixed sectors globally. Determined to hit a climactic growth target through a long-term actionable plan, they consulted with Boardroom Advisors to focus on marketing positioning and long-term business development strategy.

Business Challenge

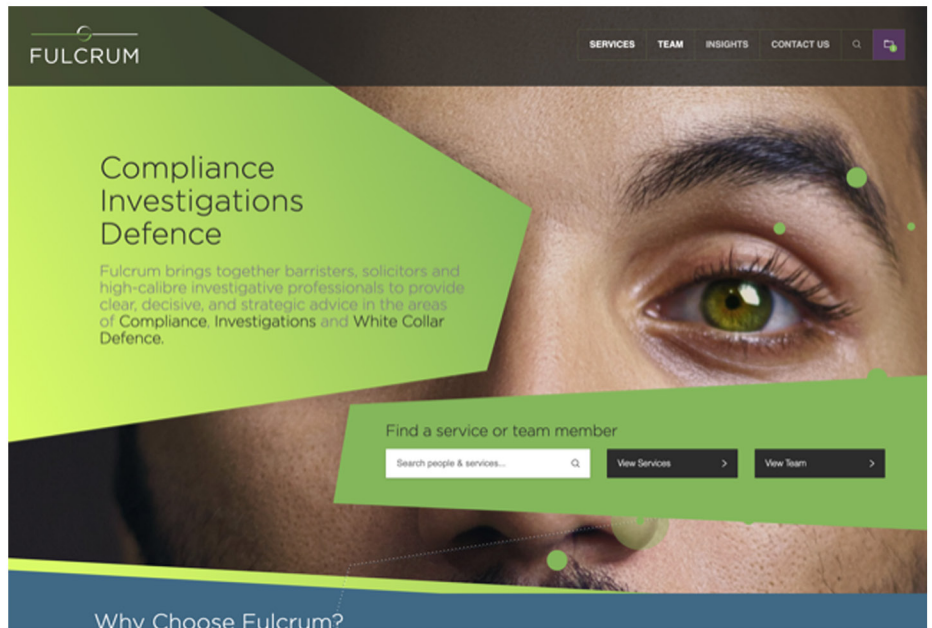
A new management team with ambitious growth targets required a 360-degree review of the business from a positioning and marketing point of view, with the objective of preparing a strategic business development plan for the next 5 years.

Part of this process meant that Fulcrum would need to prioritise how it branded itself through the face of most, if not all, businesses — their website. The direction and management of this major project, alongside the development of digital marketing capabilities and tools, would be a key focus.



Solution

- The challenge was met initially through a Business Workshop between Boardroom Advisors and the key members of Fulcrum's management team to fully explore and understand all aspects of the business operations and strategy.
- A flexible arrangement with the Advisor providing business development consultancy and expertise over 12 months, ranging from 2 to 6 days per month and working closely with the internal management team.
- The new website progressed with close coordination between the Advisor and Fulcrum's internal management — from the selection of a development partner, to the designing, building, content planning, implementation, and launch in October 2020 at www.fulcrumchambers.com.
- Advising on the marketing repositioning of the company from Fulcrum Chambers to Fulcrum and the subsequent development of a new brand look and feel and a full suite of marketing collaterals to reflect this, including brochures, training materials, published article templates, business cards and stationery.
- Aiding in the writing of a job specification and sitting on the recruitment panel for a dedicated senior Head of Marketing & Communications.
- Consultancy continues at a reduced number of days per month through guidance, advice, and mentorship between the Advisor and Fulcrum's new Head of Marketing and Communications; supporting Fulcrum with specialised marketing expertise and services until these can be fully resourced inhouse.



Company Profile

Fulcrum is a firm of barristers, solicitors, investigators, compliance experts, and high calibre investigative professionals who have been involved in many of the most significant and high-profile international white-collar crime and regulatory investigations of the last decade. They focus exclusively on white collar compliance, investigations, and defence.

They have acted for, and currently act for, governments, listed multinationals, top-tier banks, and C-suite executives, because their vertically integrated model means that they can provide everything from initial due diligence and compliance advice through to acting as trial counsel for companies and executives facing prosecution.

Almost all work involves an international element and Fulcrum has on the ground experience in numerous jurisdictions including Europe, Africa, the Middle East, South America, the Caribbean, and the US. They work with clients across a range of sectors, including construction & engineering, defence & aviation, energy, the extractive industries, financial services, logistics & supply chain, and sports.

