

# KermaPartners

## Introducing Our Firm



KP

*Management consultants to the professional services sector.*



# Our Clients

We serve the professional services sector and related businesses worldwide. Our clients are based in the United Kingdom, Continental Europe and North America, as well as Latin America, Asia and the Middle East. We add value because we are specialists in this sector. Most of our clients are large partnerships – and we are experts at implementing fundamental change within complex partnerships and organisational structures. Much of our work comes from client referrals.

## Legal

The majority of our clients are law firms. We advise some of the largest global firms, independent as well as regional and boutique firms. We also advise other businesses in this sector, including patent firms, legal service providers and LPOs, law faculties and in-house legal departments.

## Accounting

We serve accounting firms and their individual audit, tax or consulting practices. We also serve a number of the global accounting networks and alliances.

## Real Estate and Construction

We assist all advisors to the property sector, including cost consultants, architects, chartered surveyors and real estate brokers. Many of these businesses operate internationally.

## Private Banks and Investor Partnerships

We advise private banks, trust companies and investor limited partnerships, as well as private equity houses, investment banks and corporate finance boutiques. We also serve investors looking for investment opportunities in the professional services sector.

## Technical, Creative

We advise a number of other professional services firms. These include consulting engineers, public relations, advertising and marketing firms as well as executive search firms, leadership coaching companies and human resource consultants.

## International Alliances and Networks

Many larger professional services firms increase their geographic scope by developing relationships ranging from loose networks to formal, international, branded alliances. We advise a number of these international networks and alliances.



# Our Services

"There is nothing worse than being good at something that you should not be doing at all." Peter Drucker

Whatever your business and your competition, you need to make sure you are doing the right things and not just doing things right. We help you make the right decisions and support you and your partners through implementation.

## Competitive Strategy and Implementation

Designing and implementing strategy means striking the right balance between executing a strategic plan well, reacting to opportunities quickly and engaging the partnership. We help apply strategic thought and consulting methodology that is based on analysis – but without the related paralysis.

- Competitive positioning and assessment
- Strategy review, design, planning and implementation
- Business unit and practice area strategy
- Partner involvement and consultation

## Governance and Structure

How you organise your firm to conduct and develop business will determine your long-term success. We help you optimise your firm's organisational structures and processes geared towards achieving the firm's goals. It is all about building a firm that takes action to rapidly seize opportunities and deal with changes in the marketplace.

- Governance design and implementation
- Practice area and industry focus alignment
- Industry focus and key client group effectiveness

## International Development

Ability to execute is key for any firm with international ambitions. We help you make and implement all major decisions around your international footprint in a way that is both effective and respectful of your resources.

- Deciding on geographic priorities
- Market entry strategy
- International partnerships and alliances
- Partner performance in the international context

## Partner Performance and Remuneration

Whether your meritocracy hinders teamwork or whether your lock-step does not address the reality that each partner will make a different contribution to the business, remuneration goes to the heart of any deal among partners. We apply our expertise to align performance management and reward to the firm's strategic objectives.

- Partner performance management
- Design and change of partner remuneration systems

## Finance and Capital

Having the right financial shape and funding structures is critically important to ensure capital adequacy and liquidity in the short and long-term. We help you assess risks, help establish effective financial mechanisms and negotiate with your lenders.

- Full capitalisation reviews
- Bank facility negotiation and reviews
- Working capital improvement

## Talent and Leadership

Competing for the best talent remains important irrespective of the macroeconomic outlook. We help you get, develop and keep the best and brightest.

- Talent management
- Partner and associate development programmes
- Performance management
- Leadership development

## Culture and Change Management

Working with recognised tools that we have customised to work best within professional services firms, we help you instil values that are critical to achieving strategic goals.

- Culture and values assessments
- Culture and behaviour change programmes
- Partnership change management
- Partner retreats and consultations

## Operations

Running a professional services firm is complex. With hundreds or thousands of employees spread across offices and practices, we help you deliver client services profitably while improving the quality of operations and lowering cost.

- Operational reviews and restructuring
- Optimising service delivery
- Project management
- Outsourcing of business services
- Profit improvement

## Partnership Structures

We advise on all aspects related to the structuring of partnerships, domestic and internationally. We also advise on all aspects related to decision-making and implementation of the Legal Services Act 2007 and Alternative Business Structures.

- Partnership and equity structuring
- Alternative Business Structures
- External funding

## Client Management

Getting the most from your client base is both critical to achieving strategic objectives and the most efficient form of new business generation. We help you focus on your strengths.

- Review of business development / client relationship functions
- Key client management
- Referral management
- Business development processes

## Pricing and Alternative Fee Arrangements

Our partners have authored leading best practices guides on pricing management. We advise on pricing governance and structuring fee arrangements.

- Pricing management processes
- Effective pricing governance
- Structuring fee arrangements
- Managing panels and bids

## Mergers and Acquisitions

Mergers and acquisitions are about building future partnerships. Our consultants have been structuring and executing deals for much of their professional careers, applying the right balance between analysis and managing partner dynamics throughout the transaction.

- Target analysis
- Transaction and management structuring
- Post-merger integration
- Alliances and joint ventures
- Divestments and spin-offs



# About Us

## How We Work

We consistently provide exceptional value in every engagement. We do not accept any engagement where we cannot deliver on this promise.

Our clients always receive our candid opinion. This means we deliver the right assessment of the issues, even if the message is a tough one.

Our clients receive clear advice without jargon. We are straight talkers and our work product is to the point. All our work is unconditionally guaranteed.

## Our Infrastructure

We are present in London, Mexico City, Munich, New York, and Zurich.

We maintain a paperless IT infrastructure that allows us to apply our collective expertise – seamlessly and wherever on the globe we serve our clients. Our infrastructure also allows our consultants to work flexibly as required or as they choose – at our offices, at clients, at home or elsewhere.

Our service delivery is supported by an international research firm that maintains researchers in India, Chile and Eastern Europe and by an international document finishing firm based in Argentina.

## Our Commitment to Confidentiality

Our work involves highly sensitive matters that go to the heart of our clients' ability to compete. We always treat everything that we learn about our clients' businesses as strictly confidential. We provide a comprehensive confidentiality agreement as part of every engagement.

## Our People

KermaPartners is home to professionals who:

- Have a proven track record in adding value to senior management in the professional services sector
- Are driven by a desire to be leaders in their field
- Are fun to work and excel with

Our senior consultants have decades of experience in professional services as well as in banking, investment management and corporate leadership roles. Our team is complemented by lawyers, accountants, organisational psychologists, researchers and other professionals who make sure our delivery is flawless.

## Our Thought Leadership

Besides client-specific research, we conduct proprietary research into market trends and current issues. This research helps inform work with our clients.

We also publish extensively in leading management publications on top management matters for professional services firms. All of our publicly available resources can be accessed via our website (registration required at no cost).

Proving our thought leadership in the professional services sector, our blog KermaPartners Insights includes our latest research, articles, opinion pieces and more.

*Brilliant Vision. Insightful and Resource-efficient Analysis.  
Effective Partner Involvement and Decision Making. Exemplary Execution.*

[www.KermaPartners.com](http://www.KermaPartners.com)

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