

Expert's verdict on the LSA changes

- Prof Mayson spoke at conference
- Law firms facing new challenge

ADAM JUPP

PROVIDING an excellent service for clients will be key to law firms adapting to changes brought in by the Legal Services Act.

That was the verdict of industry expert Professor Stephen Mayson, who spoke at a conference for professionals at Manchester's Mint Hotel.

Prof Mayson, who has published books about legal practice strategy, told

the audience law firms were "babes in arms" when it comes to promoting their brands in the same way supermarkets and bank chains do.

He said that is a challenge that will be faced following the introduction of the LSA earlier this year, which allows the likes of **Tesco**, the **Co-operative** and **WH Smith** to provide some legal services for the first time.

Speaking at the event, organised by **NatWest** and **Huthwaite Legal**, Prof Mayson said firms need to create added value for their clients in new ways, saying for too long they have been focussed on "how much does it cost, therefore that's how much we charge." Prof



EXPERT VIEW Professor Stephen Mayson

Mayson said: "That is not about value creation for the client, it's about cost covering. That is not what this world is about now, it has moved on from time-based billing."

He added: "If you are talking about value creation, we are in a very dif-

ferent type of world and most lawyers will do things like keep their clients up to date with legal developments but clients don't give a monkey's.

"Others will talk about developments in their own businesses or their personal lives and that is important but it is not value creation. What I'm talking about is that if I'm moving house, what can you do to make it easier and quicker and anticipate the problems that could arise."

Prof Mayson is a Professor of Strategy and Director of the Legal Services Institute at The College of Law and a Senior Fellow in the Law School at the University of Melbourne.

