



THE RIGHT PERSPECTIVE

*Discover the flexible, pragmatic way to
manage your legal affairs*

TLD The Legal Director
Legal advice from a business perspective

www.thelegaldirector.co.uk

PERSPECTIVE IS EVERYTHING

“We are lawyers who are prepared to give a commercial view.”

“We give legal advice from inside our clients’ businesses; this is how we have always worked, so in most cases we have seen it all before.”

“We sit as part of the client’s senior management team and provide commercial advice to guide business decisions.”

“We don’t focus on theoretical legal advice; we concentrate on helping our clients make the right business decisions.”

“We are business people who happen to know the law.”



LEGAL ADVICE FROM A BUSINESS PERSPECTIVE WHAT WE MEAN. AND WHAT IT MEANS FOR YOUR BUSINESS.

Imagine you're faced with the following dilemma

You know in the back of your mind that things are not in order and that your business needs legal advice, either generally or in relation to a specific key issue.

You do not have an in-house lawyer, so you engage a firm of solicitors. It may be a firm you have used before or one that is new to you, but either way they work from the outside looking in. They have fine legal minds, but they do not look at the problem from a business perspective, only from a legal standpoint. And the rates they charge are eye-wateringly high.

Lost in legal detail or clear on business direction?

At the end of the exercise, they present you with their legal advice, but they don't make any commercial recommendations.

Your dilemma: the solicitors' legal advice is detailed, technical and not easy to understand – and you are still not sure what action to take.

When you enquire further, the solicitor explains the advice but does not really give you what you need to make the right commercial decision, one with which you feel comfortable. Then the bill comes in, at which point you wonder what you have actually achieved.

A more fruitful relationship

Clients who have experienced this when using solicitors often feel dissatisfied. They feel that their solicitor is speaking a different language to them, they feel over-charged and, in many cases, they feel that the relationship is “adversarial.”

At The Legal Director however, we are fully committed to strong and meaningful relationships with our clients. They like us to stand “shoulder to shoulder” with them and to tackle things from a business perspective, which is exactly what we do.



Six unequivocal reasons why clients chose

The Legal Director

- 1 We wanted good legal advice but from a commercial perspective
- 2 They offered clearer pricing and better value than a traditional firm of solicitors; and we always dealt with the same person and therefore we got consistency
- 3 We saw immediately that they could become part of our senior team, whilst allowing our own people to focus more time on our core business
- 4 They were more open and friendly than the traditional firms we have encountered. They spoke our language from day one
- 5 They are a legal consultancy rather than a firm of solicitors - they're flexible, responsive and fit in easily with the way we do business
- 6 Someone we trust referred them to us.



CLIENT TESTIMONIALS



JACQUES VERT

Jacques Vert Group is one of the leading British fashion houses and the UK's largest womenswear concession retailer producing a collection of nine elegant British brands.

"We wanted to restructure the way our legal affairs were managed following the departure of our full-time company secretary. The Legal Director helped us with that transition, implemented the changes we wanted and now act as our senior in-house legal and company secretarial resource. We're very happy with the work TLD have done and with the arrangements we have in place with Amanda."

JO BENNETT, FINANCE DIRECTOR,
Jacques Vert Group Limited

Tribal is a leading provider of technology-enabled solutions to the education management market. It has around 1,400 staff and works on five continents.

"Ed has helped our senior executive team guide Tribal through a period of great change and in doing so has become a trusted advisor to the board. He has also helped us to reshape our internal legal team to fit our new business model. I greatly value his wise counsel."

STEVE BREACH,
GROUP FINANCE DIRECTOR,
Tribal Group plc



TRIBAL

HOW WE WORK WITH YOU

At The Legal Director we offer legal advice for businesses, but with some clear differences:

1. The Legal Director is not like a traditional firm of solicitors. Firms of solicitors with which you will be familiar are set up to provide specialist legal services to clients in a way that suits the provider's business model but not necessarily your business needs.
2. The Legal Director is a legal consultancy that is set up to provide legal services to clients in a way that meets real business needs. Our model is based on the tried and trusted role of the in-house lawyer, a model to which our lawyers have operated for many years, working as lawyers on the inside of a range of well-known and successful companies.
3. The advice we give is from a business perspective and is highly cost-effective.

Your solicitors cannot do what we do. We are different. We are lawyers but we know that it isn't just about the law.

We know this because we have worked on the inside of businesses for many years, which is not how traditional law firms operate.

Your own flexible in-house lawyer

We provide businesses like yours with high-calibre, experienced lawyers on an ongoing but part-time or flexible basis. We match one of our team to your needs and that person acts as your in-house lawyer, performing as a key member of your senior management team.

The legal advice you really need

By focusing on our relationship with you and your business objectives, we give you the legal advice you really need. Our lawyers are highly qualified, with unrivalled experience of looking at legal issues from a commercial viewpoint and vice versa. Unequivocally, your Legal Director lawyer is your trusted business advisor with one clear aim: to deliver the maximum commercial benefit to your organisation.

Exceptional team players






All of our lawyers pride themselves on understanding your business and being available to you – day or night, weekday or weekend – to offer the very highest levels of service. We really are part of your team.

And we will not charge you unless those charges are agreed – you will never get a surprise bill from us.

Cost-effective and transparent

For those enterprises that need easy access to the best business-minded legal advice as they grow and change, The Legal Director is the optimum solution – a transparent, cost-effective way of embedding a senior lawyer within your organisation.

Why you should use us

-  We'll organise and oversee all of your legal affairs for a fixed fee each month - so you don't need to worry about the clock ticking
-  We'll help you to identify and manage the legal and business issues that pose a risk to your business
-  We'll show you how to protect and enhance your key business relationships
-  We'll save you time and money and prepare your business for success
-  We'll free up the time of your key directors so they can concentrate on growing your business.



CLIENT TESTIMONIALS



Redux Laboratories is a hi-tech business that creates products and bespoke systems that enable customisable, high-resolution haptic (touch sensation) feedback and speakerless surround sound audio.

“When we first came across The Legal Director we were looking to recruit a full time in-house lawyer. Using The Legal Director a number of days a month instead has meant that our business has benefitted from a more experienced resource that we have been able to flex as and when our business needs it most.”

JAMES LEWIS, CEO,
Redux Laboratories LLP



Burgess Pet Care is a family company of pet lovers committed to making the lives of pets better. The company does this through making great food, supporting rescue centres and encouraging responsible pet ownership through education.

“Kirstie Penk and the network that is the Legal Director have proven to be an ideal solution for us, providing a part time in-house legal service for a fixed fee each month. We have been working with Kirstie in this way since 2011 and are satisfied it delivers great value for money. Kirstie delivers work on a rapid turnaround and is prepared to operate flexible hours to meet our and our customers’ needs.”

JUSTIN HEATON, HEAD OF SALES AND MARKETING,
Burgess Pet Care



IF YOU RECOGNISE ANY OF THESE PROBLEMS, WE SHOULD BE TALKING

- Your CEO or FD has to deal with all legal matters, so they can't concentrate on your core business.
- Legal matters that need to be dealt with get put to one side and so small problems become large ones.
- You get large and unpredictable legal bills, which are impossible to forecast and budget for.
- Expensive advice from your solicitors tells you what you can't do and not what you can and should do for your business.
- You're concerned that your key relationships (with suppliers, customers or employees) are not adequately documented and that this could be putting your business at risk.
- You're spending a lot of your time either preparing briefings for or interpreting advice received from external solicitors.
- When a matter is handled by your solicitors it is often done by a junior within the firm, rather than the partner who has the experience for which you thought you were paying. You do not get a consistent approach from one lawyer who understands your business across the board.
- As the key decision maker in your business you feel isolated from a legal perspective.
- Your business has reached a size where there's a need for a legal resource but you know that the budget is either not there or that it will not pay for someone with the level of experience required.
- You know you'll need funding to expand your business soon and are concerned that your investor will not provide funds until you have your key arrangements documented.
- You're considering an exit strategy for your business and want your key arrangements documented in a way that will present your business in a favourable light to a buyer.

The right balance

With The Legal Director, legal advice and business advice come together in a highly cost-effective working model for smarter-thinking businesses.



GET IN TOUCH NOW

If you would like more information, please contact one of our directors.



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