



**Client:**  
Joe Healy, Owner, and Managing Director of FLP Legal.  
FLP Legal is a boutique family law business based in the Brisbane CBD.  
(Coaching client since 2019).

### **The Problem:**

In 2019, Joe Healy an accredited family law specialist had been in partnership for 15 years in a well-regarded boutique family law firm in Brisbane. Joe however, had reached a point in his life where he felt drained with status quo family law and was looking to do something different with a goal to provide an alternative family law offering to the marketplace.

Joe contacted me after finding my details as a business coach. He told me about his vision and told me he sought me out because he realised that he could not do this on his own and he had observed that professionals were not good at building a business model and maintain the discipline themselves to ensure the vision is carried through. He told me he had seen this firsthand and was a major reason why he sought me out.

When Joe and I commenced working together it was unclear when the opportunity to establish the new business would happen but as soon as that opportunity arose, he wanted to have prepared all the groundwork.

### **The Solution:**

I met with Joe on several occasions and stepped him through the development of a clear strategy and business structure for what was to become Family Law Planning or FLP Legal - a new way of doing family law. We adopted the strategy building tools outlined in Shannon Byrne Susko's *3HAG Way* and clarified the foundation of the business through statements of desired culture, purpose, BHAG and a 3HAG. Much of this work was done by getting out of Joe's head all of the great ideas he had, then testing them, workshoping them, improving them and then finally putting those ideas into a viable business structure and committing the outcomes to a written one-page strategic plan. Once the new business commenced, we were able to validate some of that earlier work and modify it to achieve even greater outcomes than what was thought possible on paper.

### **The Value:**

- The business was able to earn a profit well above budget in its first year from the beginning despite starting with only one additional staff member and a newly fitted out office that had plenty of space for expansion.
- From our work together Joe understood the importance of bringing the right people on board who shared his vision and values. He was prepared to be patient in that regard but was able to build the team quickly as high calibre solicitors who had previously worked with him at his old firm but who has left due to culture problems returned to work with him when he informed them, he had gone out on his own. The business has continued to grow with only people who share the vision and culture of the firm that was established from day one.
- Joe also has the self-diagnosed mentality that he is not the smartest person in the room and quickly surrounded himself with experts including those who assisted him with the establishment of the business and financial experts who have assisted with the financial function of the business so that the business could operate successfully right from the start.

- This approach assisted the founder by extracting him from the day-to-day management of the business by designing a functional leadership structure and introducing a transparent management system and coaching program that was eagerly adopted by the management team members and senior lawyers in the group.
- Through using an independent coach and advisor, Joe has been able to continue his focus on the legal work while the management of the team was supervised and driven by an experienced business leader and the financial results have continued to build since establishment.

### **Testimonial**

“Ian was the growth architect of the business and provided me with a proper process to turn my vision into a new family law offering. He was upfront and realistic about the length of time it would take to turn my vision into a proper business. His insight into the management team and who was the right fit was invaluable and he continues to coach my leadership team and provide them with valuable business training and personal development feedback. The inclusion of a robust coaching process makes me feel comfortable that I am getting the best outcomes from my team. I thought I would only make a profit in my third year of operations but by working with Ian, I was able to achieve a significant profit in my first year. Probably more than most partners in top end firms”

- Joe Healy, owner and managing director of FLP Legal.