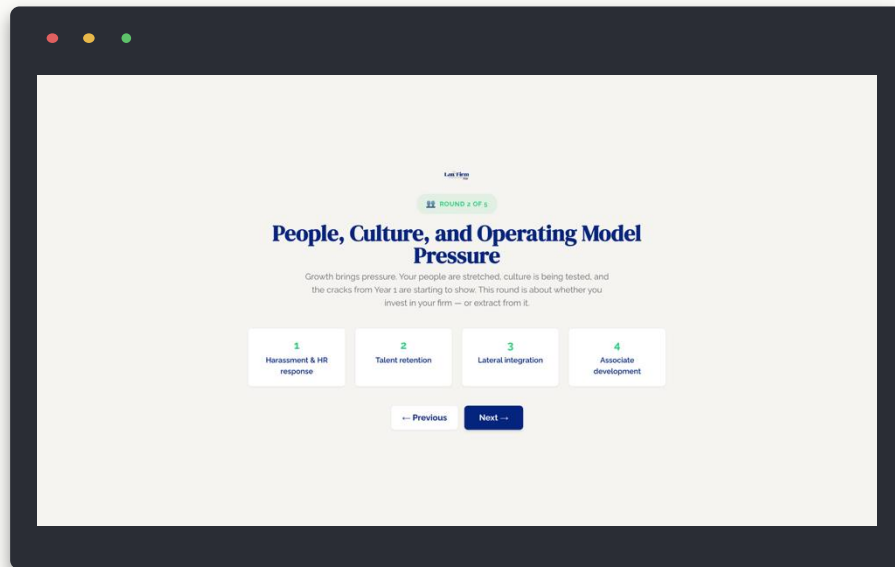


# The Law Firm Growth Game

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## *A simulation programme on The Business of Law*

The game is built on a year of real-world research, shaped by insights from general counsel, BDM professionals and firm leaders, and designed to reflect the decisions law firms actually face.



# Run a Law Firm. Make Real Decisions. See What Happens.

Participants step into the executive team of a synthetic firm and navigate five carefully designed rounds that mirror the real pressures law firms face today.



**5 rounds**

of real decisions



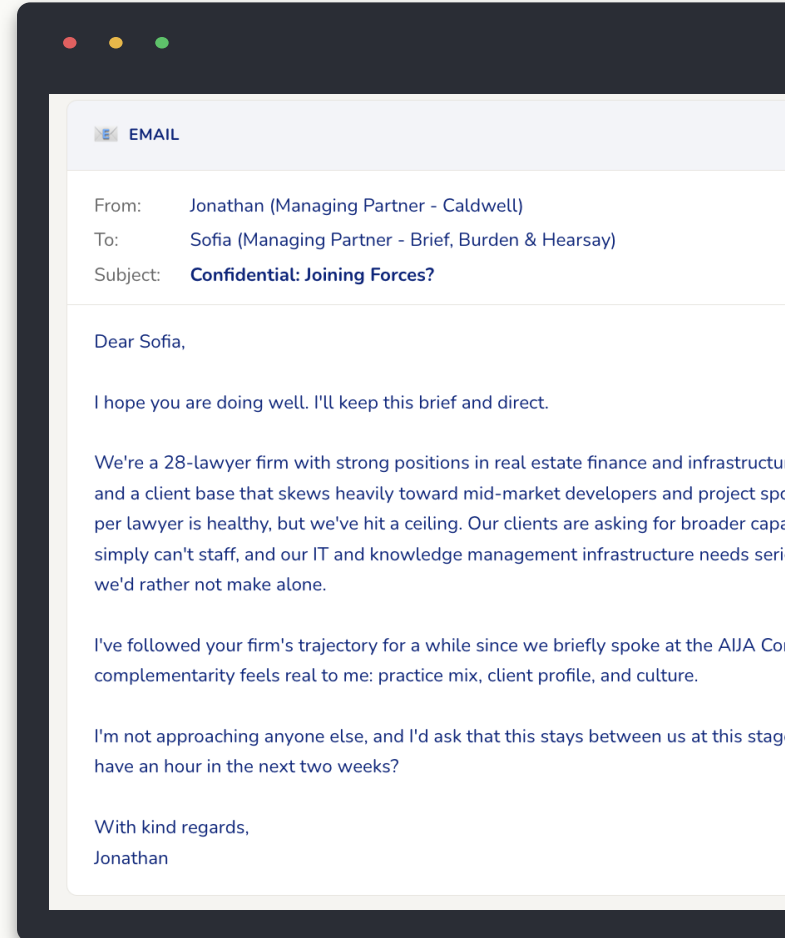
**30-200**

participants per  
group



**5 dials**

shift every round



# Five Rounds. Real Tradeoffs.

Each round: real pressures, interconnected decisions, live leaderboard.

01

*Strategy and Investment Choices*

02

*People, Culture, and Operating Model Pressure*

03

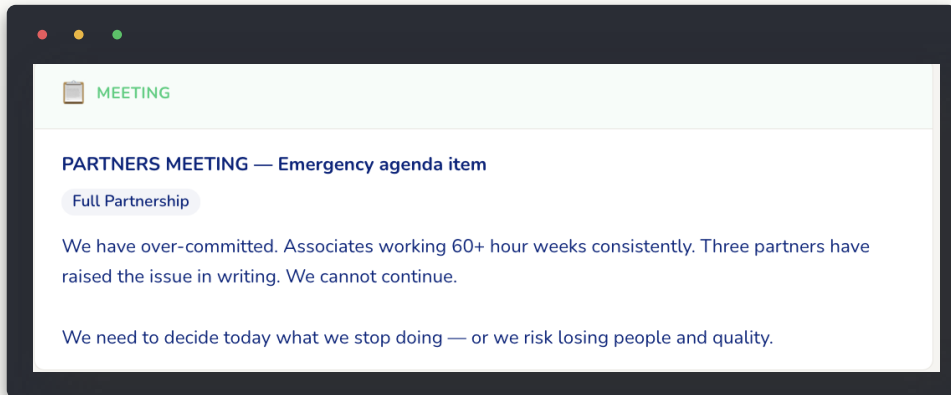
*Clients, Pricing, and Winning Work*

04

*Risk, Reputation and Governance*

05

*Year-End Results, Partner Tension, and Next-Year Platform*



## Expect the unexpected

Teams face random crises that disrupt their plans:

**PR crisis • Cyber attack • Key partner departure**

**Regulatory investigation • Client insolvency**

# Not taught. Felt.

The playbook brings lock-up, write-offs, utilisation and partner economics to life, through the consequences of real decisions.



**Financial  
Strength**



**Client  
Trust**



**Talent &  
Culture**



**Risk &  
Governance**



**Market  
Position**

Throughout the game, participants receive a dedicated playbook containing relevant supporting materials, including P&L statements, personal profiles, and crisis response plans.

# Every decision has a consequence.

*The game makes these connections visible, before they become real mistakes.*

## CLIENTS VS MARGIN

*"You discount 20% to win the mandate."*



**Lock-up rises. Cash weakens.  
Financial Strength drops.**

## CULTURE VS CONVENIENCE

*"You protect the rainmaker from the feedback process."*



**A junior associate resigns.  
Talent & Culture takes the hit.**

## SPEED VS GOVERNANCE

*"You skip governance review to move faster."*



**A regulatory exposure surfaces  
in Round 4.**

#	TEAM	SCORE	CASH	CT	TC	RG	MP	TAGS
1	The Winners	70	€3,100k	+1	0	+1	+3	integration_debt growth_story clean_data

# Built Around Your Challenges.

- ✓ Scenarios tailored to your firm's strategic priorities
- ✓ Sector focus, deal types or geographic context built in
- ✓ Optional Hogan personality assessments to mirror team dynamics

## Works across your firm



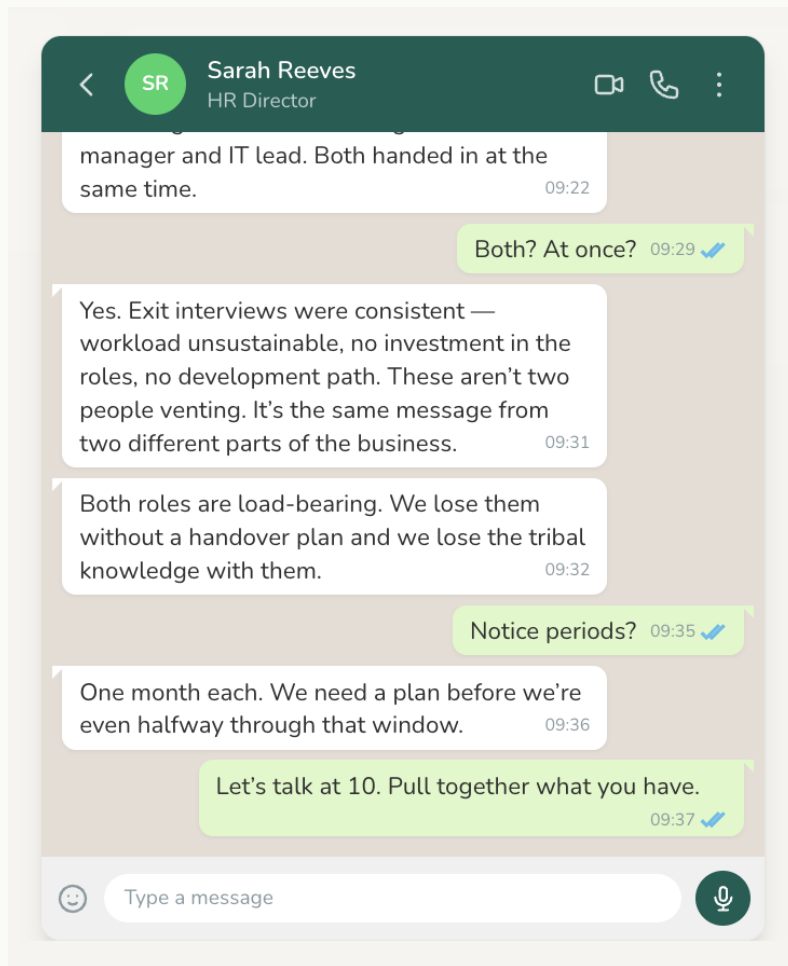
Lawyers & Partners



BDM Professionals



Business Services



# Choose Your Format.

## HALF-DAY · 4 HOURS

- ✓ All five simulation rounds
- ✓ Live leaderboard and scoring
- ✓ Business of law foundations
- ✓ Facilitated debrief each round

Best suited for: associate programmes,  
cross-functional workshops

## FULL DAY · 6 HOURS

- ✓ All five simulation rounds
- ✓ Live leaderboard and scoring
- ✓ Business of law playbook deep-dive
- ✓ Crisis press statement lab
- ✓ Panel pitch / pricing sprint
- ✓ Simulated partner board meeting

Best suited for: partner retreats,  
leadership & strategic offsites

# Pricing.

	Half-Day	Full-Day
<b>Up to 30 participants</b>	<b>EUR 10,000</b>	<b>EUR 15,000</b>
Additional participants	EUR 200 / person	EUR 250 / person

*Excludes facilitator travel, venue, and food and beverage costs.*

## Annual License Model

Run the game internally as often as you wish. Includes platform access, facilitator playbooks, train-the-trainer workshop, and certification for your L&D or BD team.

# Let's create an unforgettable experience

Schedule The Law Firm Growth Game for your firm's  
next retreat, partner programme or leadership event.

[Book your session](#)

[beyondbillablehours.io](https://beyondbillablehours.io)

