



HOW TO EFFECTIVELY UTILISE YOUR UNIQUE SELLING PROPOSITION

RACHEL SCANLON

ASIA PACIFIC LEAD – D2 LEGAL TECHNOLOGY



DEFINE YOUR USP

UNCOVER YOUR BRILLIANCE

STAKEHOLDER STRATEGY

REPUTATION AS AN ASSET

BALANCING ACT

UNIQUE SELLING PROPOSITION (USP)

What is a USP?

A unique selling proposition is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as “what you have that competitors don’t.”

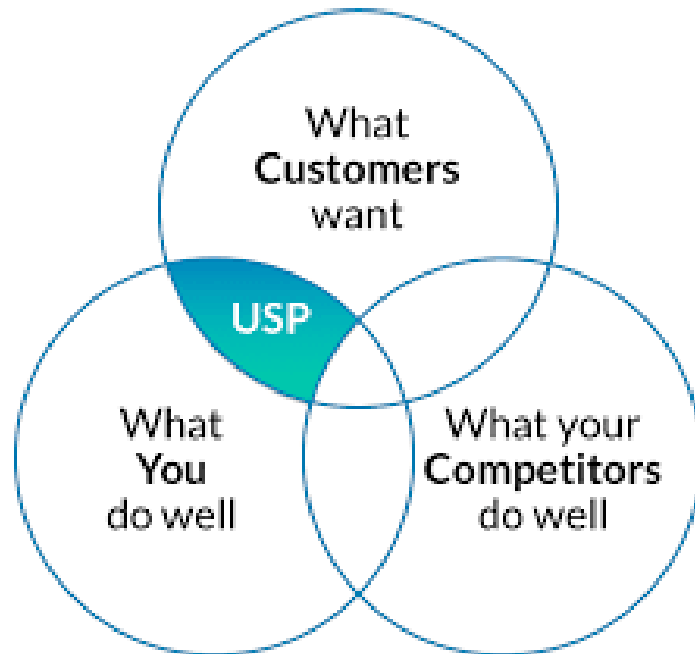


Image credit: TractionWise

USPs for in-house lawyers

- Exceptional judgement
- Technical expertise
- Ability to deliver
- Highest integrity



UNIQUE SELLING PROPOSITION (USP)

To figure out your USP as a lawyer, you must know yourself.

Values

<https://nickfreedman.com.au/wp-content/uploads/2016/09/VALUES-MAP.pdf>

Strengths

<https://www.viacharacter.org/>

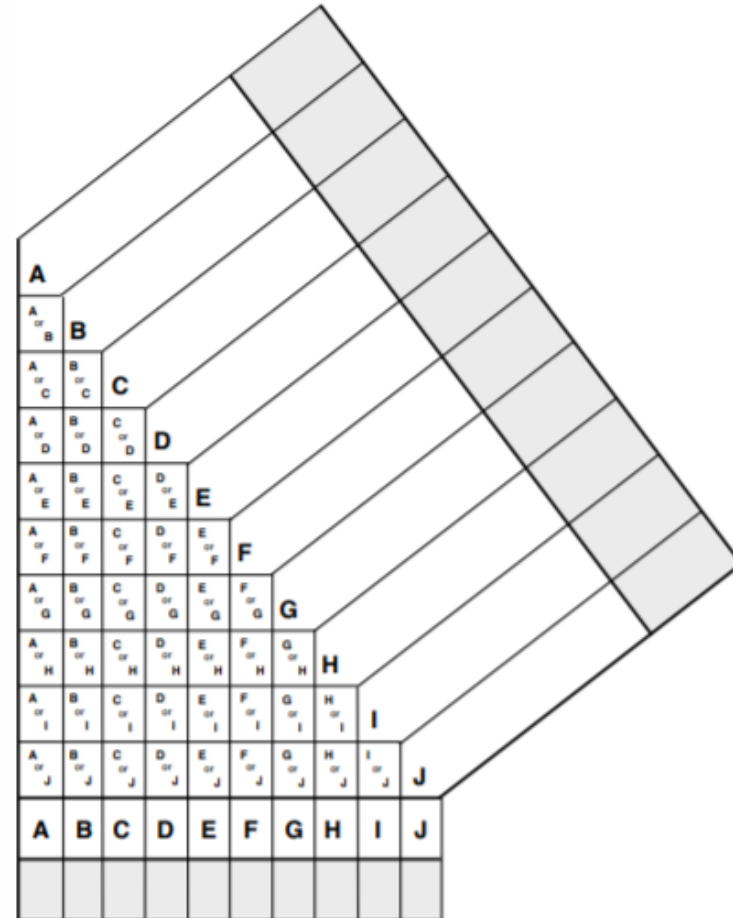
<https://www.gallup.com/cliftonstrengths/>

Preferences

<https://www.16personalities.com/>

Derailers

<https://www.hoganassessments.com/assessments>



Source: Nick Freedman – Values Mapping

UNCOVER YOUR BRILLIANCE

What makes a brilliant in-house lawyer?



Photo credit: withclarity.com

Judgement

- The ability to make considered decisions or come to sensible conclusions.

Expertise

- Become a “master craftsman”.
- [“So Good they Can’t Ignore You”](#) by Cal Newport

Delivery

- Get things done. ([David Allen](#))
- Prioritise and execute. ([Laws of Combat](#))

Integrity

- Do what you say you are going to do.
- [Moral compass.](#)

STAKEHOLDER STRATEGY

Ask yourself:

Who are my key stakeholders?

Do I know how my performance is measured?

Am I getting regular informal feedback?

What is my stakeholder plan for 2021?

Stakeholder	Strategic advice	Compliance	Teamwork	Solutions focus	Commerciality	Risk management
Anna						
Bob						
Cameron						
Diana						
Ethan						
Fran						

STAKEHOLDER STRATEGY

Key phrases to use with stakeholders:

“Would it be helpful if....?”

“I’ll get back to you ~~tomorrow~~ when it’s ready.”

“I haven’t forgotten about...”

“What’s the importance of that deadline?”

“It sounds like you’re under a lot of pressure to get this done.”

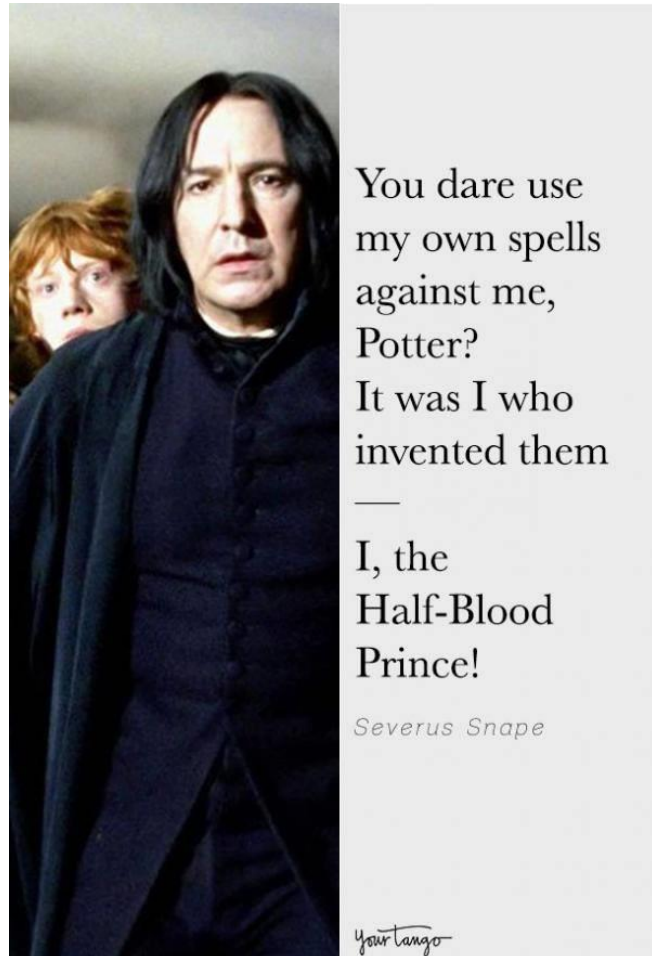
“Is now a bad time to talk?”

“What are we trying to accomplish here?”

“No.”

Recommended reading:

“[Never Split the Difference](#)” by Chris Voss



REPUTATION

Goldman Sachs Business Principle #2

2. Our assets are our people, capital and reputation. If any of these is ever diminished, the last is the most difficult to restore. We are dedicated to complying fully with the letter and spirit of the laws, rules and ethical principles that govern us. Our continued success depends upon unswerving adherence to this standard. ([Link](#))



In case of emergency:

- Take responsibility
- Law Society
- Seek legal advice
- Online reputation management (e.g. [Digitalis](#))



BALANCING PERSONAL AND BUSINESS NEEDS

Unique pressure on lawyers

Constant expectations to deliver No boundaries to the job Insecure environment Instant access – instant expectation Time away from home Difficult relationships Struggle to balance life

Personality traits that can lead to higher stress

Very conscientious High standards of themselves Guilty if they do not give their best Self-criticism; self-blame Not self-protective enough Identity too dependent on work success

Bad habits

Responding to emails through to bed Working through lunch Responding to emails as they come in Working a few hours every Sunday Same start time each day Staying late Working on the commute

Increasing demands in 2020 and beyond

Covid anxiety Remote working and disconnection from colleagues Financial uncertainty Lockdowns and restrictions Cost pressure on in-house teams in Australia Concerns around ageism at a time when we are living longer and need to work longer Millennials entering the workforce with different expectations



BALANCING PERSONAL AND BUSINESS NEEDS

How Are You Doing?

⦿ Exercise	+ 2	+1	- 1
⦿ Relaxation	+ 2	+ 1	- 1
⦿ Sleep	+ 2	+ 1	- 1
⦿ Diet	+ 2	+ 1	- 1
⦿ Alcohol		- 1	- 2
⦿ Social	+ 2	+ 1	
⦿ Relationships	+ 2	+1	

Score

—
12

Credit: Dr Bill Mitchell – The Mitchell Practice UK ([Link](#))

DEFINE YOUR USP

UNCOVER YOUR BRILLIANCE

STAKEHOLDER STRATEGY

REPUTATION AS AN ASSET

BALANCING ACT

Three things I am going to do next:

1.

2.

3.



RACHEL SCANLON – D2 LEGAL TECHNOLOGY

D2LT CONTACT US



Akber Datto
CEO and Founder
+44 (0)203 070 2266
[Akber@d2legaltech.com](mailto:akber@d2legaltech.com)



Peter Newton
Chief Operating Officer
+44 (0)7879 873899
peter.newton@d2legaltech.com



Jason Pugh
Managing Director
+44 (0)7792 006740
jason.pugh@d2legaltech.com



Larry Dobosh
US Lead
+914 525 5605
larry.dobosh@d2legaltech.com



Rachel Scanlon
Asia Pacific Lead
+61 449 955 044
rachel.scanlon@d2legaltech.com



D2 LEGAL TECHNOLOGY