



DALE CARNEGIE®  
TRAINING



## CUSTOMER SUCCESS STORY

### CUSTOMER

Boyes Turner

### CORPORATE PROFILE

#### Headquarters

Thames Valley, United Kingdom

#### Type of Business

Law Firm

#### Number of Employees

145

#### Details

With roots dating back to 1887, Boyes Turner is a leading commercial law firm with clients ranging from high growth start-ups to multinationals and household names.

*“Dale Carnegie has helped me to guide the business to a position where it is recognised as one of the best UK regional law firms. We have grown rapidly over the last five years, indeed from £4m to over £10m and in the process significantly strengthened the service that we provide as well as the quality of our client base.”*

**- Andrew Chalkley**  
CEO and Partner



## Dale Carnegie Training Helps Boyes Turner Increase Its Staff By 70%

In an increasingly complex and competitive world, time has become a precious and invaluable commodity, especially for professionals who make a living selling their advice, talent and expertise. For companies engaged in knowledge-based businesses, investing time in employees' professional development can pay off handsomely in sustaining their competitive advantage.

Boyes Turner is regarded as one of the UK's finest regional law firms. Over the last seven years it has repositioned itself, reviewed its culture and invested heavily in mostly organic growth. The result has seen turnover more than double and profits rise exponentially. An important part of this has been the guidance and support that Dale Carnegie Training has provided to Andrew Chalkley, the law firm's full time chief executive and partner, as well as a number of other key members of the firm.

Chalkley was aware of the benefits that could be achieved by using skilled external trainers. At the top of his agenda was embedding a firm wide commitment to the development of the business' key resources - its fee earning lawyers and support staff. At the heart of Chalkley's and DCT's effort was a strengthening of an already robust HR team and making senior managers aware of the value that HR could add to the business. Typical of this is the way that the HR team supports the business' senior managers in a



process of continual self evaluation and improvement.

The results are self evident and Boyes Turner has recently (according to the SundayTimes) become the best regional law firm to work for in its class, following on from being the best law firm to work for in the South East and one the 20 most vibrant law firms in the UK (Legal Business). It has also recently been a finalist in the Lloyds TSB Management Team of the Year awards.

Dale Carnegie Training played an active role in formulating Boyes Turner's strategy and helped the company realize that the better a company takes care of its internal customer - its employees - the better it will take care of its external customer. The partners' commitment to living their values ultimately transformed the culture and paved the way for the firm's future success.

### CHALLENGE

Developing people and their ability to work in teams is absolutely key to building a successful law firm. Many professional services firms have dabbled at this but few have cracked it.

### SOLUTION

A well thought out strategy is essential and having an experienced Dale Carnegie practitioner on hand to sense check, help out and discuss ideas adds value and makes things happen faster. Dale Carnegie's customised approach has helped a number senior managers develop a greater awareness of effective people development faster and in turn improve their ability as coaches and mentors.

### RESULTS

HR has been placed at the heart of the business and is being used as the key agent of change. This has sped up Boyes Turner's progress and built strong foundations for the firm. The effects are highly visible - in terms of strengthening its service offering, the development of its client base and also its high regard by third party independent organisations.