

# AAA GROWTH OPTIMISATION STRATEGY

## CASE STUDY



Scaled from a struggling law firm to a seven-figure success.

**Our proven growth acceleration model provided revenue growth, sustainable impact and continuous improvement.**

*“The GRM team came in and refined every aspect of the firm. Not only was I able to increase firm revenue tenfold but their playbooks are still instrumental to the firm’s success. The AAA strategy was the best investment I’ve ever made” - Managing Partner*

### CHALLENGE

A law firm in Johannesburg was experiencing major attrition. When two of the three founding partners walked out they knew an intervention was needed. Not knowing how to manage perceptions and fearing clients and talent would be scared off. The remaining partner was overwhelmed, stressed, and inundated with the workload.

### SOLUTION

Our expert consultants understood the client’s circumstances, needs, and expectations through an intensive week-long workshop. Our multifaceted team then designed and implemented a series of playbooks to get the client to where they wanted to be. The playbooks were designed to take the firm in a new strategic direction.

### OUTCOME

There was a seamless transition into improvement with lasting and measurable performance gains. The playbooks delivered immediate ROI and ensured our client was future-fit. Today this law firm continues to grow, and in 2021 the founding partner was able to retire and cashed out of a successful business, leaving behind a legacy.

**GRM**  
INTELLIGENCE

