

THE LAWYER
AWARDS 2018
LAW FIRM OF THE YEAR

Commercial Models and Challenges

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Commercial Models and Challenges

- It's all about the context



" THE GOOD NEWS IS WE'VE DISCOVERED A VAST NEW OIL RESOURCE. THE BAD NEWS IS WE NEED A SPACE SHIP TO GET THERE. "

Commercial Models and Challenges

- Collaboration
- “The action of working with someone to produce something” e.g. she wrote the book in collaboration with her son
- “Traitorous co-operation with an enemy” e.g. they face charges of collaboration

Commercial Models and Challenges

- The common goal....
- It might seem obvious but agree what it is....repeat and “socialise”

Commercial Models and Challenges

- Observe
- Understand
- Contract
- Hold accountable

Commercial Models and Challenges

- **O**bserve
- **U**nderstand
- **C**ontract
- **H**old accountable

Do not take “short cuts” as that will spell OUCH!

Commercial Models and Challenges

Thank you!

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