

THE PARTICULAR MANIFESTO



 particular

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WE CREATED *PARTICULAR TO START A REVOLUTION IN THE WAY LEGAL SERVICES ARE DELIVERED TO BUSINESS.

FOR YEARS, LAW FIRMS FAILED TO INNOVATE. HAMSTRUNG BY OUTMODED BUSINESS MODELS, AN ABSENCE OF REAL AMBITION AND A FAILURE TO INVEST IN THE LONG TERM, THEY SAT ON THEIR WELL-PADDED LAURELS. THEY DEMANDED A PERMANENT SHARE IN THE UPSIDE BUT WOULD NOT SHARE THE RISK. AND THEY GOT AWAY WITH IT BECAUSE THE LAW GAVE THEM A STRANGLEHOLD ON THE WAY LEGAL SERVICES WERE DELIVERED.

THE SOLICITOR'S ELEVATED POSITION IN SOCIETY WAS BASED ON A 19TH CENTURY COMMITMENT TO CUSTOMER SERVICE. BUT SOMEWHERE, SOMEHOW, SOMETHING HAD BEEN LOST.

A CHANGE WAS REQUIRED. BUT BEFORE WE COULD WORK OUT WHAT WE WANTED TO DO, WE HAD TO DETERMINE WHO WE WERE. WE STARTED WITH OUR CORE VALUES: CHARISMA, INTEGRITY, CANDOUR AND FEARLESSNESS. BUT WE NEEDED SOMETHING MORE TANGIBLE. SOMETHING THAT OUR CLIENTS COULD POINT TO AS A DEMONSTRATION OF JUST HOW DIFFERENT WE ARE. SO WE CAME UP WITH A LIST OF PRACTICAL COMMITMENTS.

AFTER ALL, EVERY REVOLUTION NEEDS A MANIFESTO.

THIS IS OURS.

WE WILL ENJOY

OURSELVES IN
EVERYTHING WE DO *



NO.1

* AND WE WILL BE UNAFRAID TO LET OTHERS SEE
HOW MUCH WE ENJOY OUR WORK BECAUSE IT IS
OUR ENTHUSIASM THAT DISTINGUISHES US FROM
OUR COMPETITORS.

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WE WILL STRIVE



TO MAINTAIN LEVELS OF TRANSPARENCY*

NO.2

* WE WILL STRIVE TO MAINTAIN AT ALL TIMES LEVELS OF TRANSPARENCY BOTH WITH OUR CLIENTS AND WITH OUR COLLEAGUES THAT ARE UNHEARD OF IN COMMERCIAL LEGAL SERVICES.

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WE WILL MAINTAIN



**ACTIVE RELATIONSHIPS
WITH OUR CLIENTS***

NO.3

* WE WILL MAINTAIN ONGOING AND ACTIVE RELATIONSHIPS WITH OUR CLIENTS AND LEARN EVERYTHING WE CAN ABOUT THEIR BUSINESSES AND THEIR AMBITIONS BECAUSE THE MORE WE KNOW ABOUT THEM, THE MORE OPPORTUNITIES WE WILL IDENTIFY TO HELP THEM AND THE MORE EFFECTIVELY WE CAN LEVERAGE THE INVESTMENT WE MAKE IN THEM.

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WE WILL CHOOSE

OPPORTUNITIES THAT
MEET OUR OBJECTIVES.*



NO. 4

* WE WILL NOT CHASE EVERY OPPORTUNITY BUT WE WILL CHOOSE THE OPPORTUNITIES THAT MEET OUR STRATEGIC OBJECTIVES. WE WILL NOT SEEK TO WIN EVERY CLIENT BUT RATHER WE WILL WORK WITH THE RIGHT CLIENTS.

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WE WON'T ATTEMPT

TO BE SOMETHING
WE ARE NOT*



NO.5

* WE WILL NOT ATTEMPT TO BE SOMETHING WE ARE NOT IN ORDER TO WIN NEW WORK SPECIFICALLY, IN SITUATIONS WHERE SPECIALIST EXPERTISE IS REQUIRED THAT WE CANNOT PROVIDE, WE WILL USE THESE AS OPPORTUNITIES TO EXTEND OUR NETWORK AND PROVE TO OUR CLIENTS THAT WE HAVE THEIR BEST INTERESTS AT HEART.

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WE ARE MORE



THAN JUST LAWYERS.
WE'RE BUSINESS ADVISERS *

NO.6

* WE ARE NOT MERELY LAWYERS. WE ARE BUSINESS ADVISERS.
WE WILL DO WHATEVER WE CAN TO HELP OUR CLIENTS TO FIND
WHAT THEY REQUIRE, WHETHER THEY KNOW IT OR NOT.

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WE ARE CANDID

WITH EACH OTHER
& WITH OUR CLIENTS*



NO. 7

* WE WILL BE TOTALLY CANDID WITH EACH OTHER AND WITH OUR CLIENTS AT ALL TIMES, NOT JUST IN ANNUAL APPRAISALS AND CLIENT REVIEWS. WE WILL NOT ALLOW PAPERWORK AND BUREAUCRACY TO INTERFERE WITH OUR COMMITMENT TO FORTHRIGHT HONESTY.

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WE WILL NEVER



**PAY OR ACCEPT
REFERRAL FEES***

NO.8

* WE WILL NEVER PAY FOR REFERRALS. WE RECOGNISE THAT STRONG RELATIONSHIPS WITH CLIENTS CANNOT BE BOUGHT AS COMMODITIES BUT ARISE OUT OF LONG TERM INVESTMENT FROM BOTH SIDES IN A MUTUALLY BENEFICIAL FUTURE.

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WE WILL REFER

OUR CLIENTS TO
A SELECT FEW*



NO.9

* ANY SERVICE PROVIDER TO WHOM WE REFER OUR CLIENTS WILL MEET THE STANDARDS OF SERVICE THAT WE SET FOR OURSELVES AND WE WILL NEVER REFER A CLIENT TO ANOTHER SERVICE PROVIDER SIMPLY IN THE HOPE OF REFERRALS IN RETURN.

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LET'S GET STUFF DONE

NEWCASTLE OFFICE

CAMPUS NORTH
SUNCO HOUSE
5 CARLIOL SQUARE
NEWCASTLE
NE1 6UF

LONDON OFFICE

81 RIVINGTON STREET
SHOREDITCH
LONDON
EC2A 3AY

T: 0203 503 0896

WWW.PARTICULARLEGAL.COM