

Track	Advisory and Advocacy		
TSC Category	Management		
TSC	Client Management		
TSC Description	Manage and oversee a law firm's relationship with clients		
TSC Proficiency Level	Basic	Intermediate	Advanced
TSC Proficiency Level Description	Support team in client interactions	Interact with clients to build trust and confidence	Nurture professional relationships with clients
Knowledge	- Methods of effective communication - Client engagement best practices - Relevant rules of ethics and professional standards (e.g., Legal Professional (Professional Conduct) Rules 2015, and Law Society Practice Directions and Guidance Notes)	- Factors influencing client satisfaction and retention - Client management best practices - Cultural awareness and interpersonal sensitivities in managing diverse clients	- Macro business environment (e.g., geopolitics, geoeconomics, client expectations, and competition) - Client relationship building techniques (e.g., fee structuring) - Strategies for managing challenging client interactions - Organisation-specific policies and protocols
Abilities	- Onboard and communicate with a client following client engagement best practices (e.g., draft client engagement letters, conflict checks, and Know-Your-Client checks) - Identify and understand a client's needs and desired outcomes from their instructions - Update a client on administrative developments for their matters - Support client meetings and consultations (e.g., taking attendance notes) - Adhere to ethical and professional standards in dealings with a client	- Analyse a client's needs and desired outcomes to deliver relevant legal services - Communicate and manage interactions with clients to build trust and confidence - Update clients regularly on timelines, developments, and outcomes of a matter - Implement client management best practices in accordance with ethical and professional standards	- Establish, lead and enhance client relationships - Anticipate a client's needs and desired outcomes to deliver relevant legal services - Manage clients' expectations on outcomes of a matter - Communicate important developments in a matter and navigate difficult conversations with a client - Formulate policies and protocols for client best practices in accordance with relevant ethical and professional standards
Job Roles	- Associate (Corporate) - Associate (Disputes)	- Senior Associate (Corporate) - Senior Associate (Disputes)	- Partner (Corporate) - Partner (Disputes)