CJA CONSULTING
PROFESSIONAL SERVICES ADVISORY

Collaborator and Introducer Guide

I give leaders the tactics to grow their business, and I make sure they act on them.

Who to refer · Ready-made messages · How I work · About me

Who to refer

The person to look for is the leader responsible for growth: the founder, a partner, or the head of a practice or division inside a larger firm.

IN THE UAE AND THE GULF

Mostly law firms and consultancies, from five people to five hundred.

IN THE UK AND THE US

Firms where the people who do the work also have to win it, such as law firms, accountants and consultants, from five people to five hundred. I also help UK and US firms enter the Gulf.

WHAT YOU MIGHT HEAR, AND WHAT TO SEND

If you hear someone running a firm say:

If they say	Send
“We don’t know where to start.”	**Message 1 or 2**
“We’re not sure where to focus.”	**Message 1 or 2**
“We need more clients.”	**Message 1 or 2**
“We need a new website,” or “We need to sort out our LinkedIn.”	**Message 3**
“We need to hire someone to do this.”	**Message 6**
“Most of our work comes from word of mouth, and it isn’t enough.”	**Message 1 or 2**
“We’re too busy doing the work to go and find more of it.”	**Message 1 or 2**
“It all rests on one or two of us.”	**Message 1 or 2**
“I’m good at the work, but I’m no good at selling it.”	**Message 1 or 2**
“We want to break into a new market, but we don’t know how.”	**Message 4**

These are usually symptoms. I work out what is really holding the business back, recommend what to do about it, and make sure it gets done.

You do not need to work out what is wrong. If you have heard one of these, that is enough.

chris@cjaconsult.com I +971 50 420 6729 I cjaconsult.com

USUALLY NOT A FIT

I work best with firms that sell a service to other businesses, and that have at least one leader I can work with.

- Businesses that sell mainly to consumers rather than to other businesses.
- Businesses that sell products rather than services.
- Firms with no one leading the business. Without a leader, there is no one to agree the tactics or act on them.

Ready-made messages

Swap the brackets. Each one works as an email, a WhatsApp or a LinkedIn message. If you are making an email introduction, copy me in at chris@cjaconsult.com.

1. EMAIL INTRODUCTION TO BOTH OF YOU

> Subject: Introduction: [Name] and Chris Adams
>
> Hi [Name] and Chris,
>
> I would like to introduce you to each other.
>
> [Name], Chris Adams runs CJA Consulting. He works with the leaders of law firms and consultancies. He works out what is holding the business back, recommends what to do about it, and makes sure it gets done. When you mentioned [what they said], I thought of him.
>
> Chris, [Name] is [role] at [firm].
>
> I will leave you both to take it from here.

2. SHORT MESSAGE, BEFORE YOU INTRODUCE

> Hi [Name], you mentioned [what they said]. I know someone who helps with exactly that: Chris Adams of CJA Consulting. He works with the leaders of law firms and consultancies to work out what is holding the business back and what to do about it. Would you like me to introduce you?

3. WHEN A CLIENT ASKS YOU FOR A WEBSITE, SOCIAL MEDIA OR SIMILAR

> Hi [Name], before we start on the [website], it may be worth a short conversation with Chris Adams of CJA Consulting. He helps firms work out who they are trying to reach and what they need the [website] to do, which will make the work I do for you more effective. Would you like me to introduce you?

4. A UK OR US FIRM LOOKING AT THE GULF

> Hi [Name], you mentioned you are looking at [Dubai / Abu Dhabi / Riyadh]. Chris Adams of CJA Consulting is based in Dubai and helps UK and US firms work out how to enter the Gulf: who to target, who to partner with and what to do first. He spent sixteen years inside law firms including Freshfields, Hogan Lovells and Al Tamimi. Would you like me to introduce you?

5. WHEN AN INTRODUCTION FEELS LIKE TOO MUCH

> Hi [Name], this short assessment might be useful: “Are you solving the right growth problem?” It takes about five minutes and gives you a result about your own business, with no sales call attached: cjaconsult.com/quiz/solving-the-right-growth-problem

6. WHEN A FIRM WANTS TO HIRE SOMEONE SENIOR TO BRING IN WORK

> Hi [Name], you mentioned you are thinking of hiring [a head of business development]. Before you do, it may be worth speaking to Chris Adams of CJA Consulting. He can step in part-time as a senior commercial lead: he works out what the firm needs, sets the plan, and builds or leads the team that delivers it. That can be quicker and less risky than a full-time hire. Would you like me to introduce you?

LINKS TO COPY

- Book a call with Chris: calendly.com/cjaconsult/30min
- Assessment: cjaconsult.com/quiz/solving-the-right-growth-problem

How I work

I work out what is holding the business back, recommend the tactics, we agree them, and I keep them accountable.

THE FIRST STEP

If they want to talk first, they can book a free 30-minute call: calendly.com/cjaconsult/30min

The first piece of paid work is a Clarity Session of up to 90 minutes. We work out what is really holding the business back, and within five working days they have a short written note setting out what to do next.

IF THEY WANT TO GO FURTHER

The next step is a Growth Focus Day. I do the preparation, we work through it together in one session, and they leave with three written decisions: which clients and markets to focus on, which relationships bring in the work, and a 90-day plan with named owners. Part of the Clarity Session fee is credited if they book within 14 days.

AFTER THE PLAN IS AGREED

I keep the leader accountable for what we agreed and work with their team and suppliers where needed. When a firm needs senior commercial leadership but is not ready to hire, I can step in part-time to set the plan and build or lead the team that delivers it.

WHY THIS WORKS BOTH WAYS

When I refer a client to you, they already know what they want to achieve, who they are targeting and what needs to happen next, so you can move to delivery faster. I am not competing with you for that work. When something needs delivering, I bring in the right people, and that can be you. Because I keep clients accountable after the plan is agreed, what you deliver for them is more likely to be acted on.

REFERRAL FEE

I offer a 15% referral fee for the first paid work.

Paid when the client pays, for introductions made in the previous 12 months. If you cannot accept a fee, I can donate it to a charity of your choice instead. So that I know it was you, introduce them by email and copy me in, or ask them to mention your name when they book.

WHAT HAPPENS AFTER YOU INTRODUCE SOMEONE

I contact them, and I let you know once we have spoken.

chris@cjaconsult.com I +971 50 420 6729 I cjaconsult.com

About me

WHO I AM

I have over twenty years in professional services, sixteen of them in-house at law firms including Freshfields, Hogan Lovells, Al Tamimi and Squire Patton Boggs, in London, Singapore and Dubai. I have been based in the UAE since 2014.

For sixteen years I worked alongside the partners who had to win the work as well as do it, helping them decide which clients and markets to go after, and then making sure it happened. I know how little time partners have to think about growing their business. Now I give leaders the experience they would normally only get from a senior in-house team, without having to hire one full-time.

My legal education means I understand how lawyers think. My communications background, and years of experience, give me the skills that complement theirs.

WHAT CLIENTS SAY

> "Chris gave us an objective view of what we could offer internationally and how we were going to sell it, and that has been instrumental for our health and life sciences team. His research and planning gave us a clear focus for the Gulf, and his knowledge of the region and network of contacts there are a real strength."
>
> **Carly Caton, Partner and International Healthcare Lead, Browne Jacobson**

> "Chris brought a fresh and objective perspective to the business. He took the time to understand our practice, ask the right questions and challenge our thinking in a constructive way. We came away with a stronger understanding of where to focus our time and resources, and a more structured approach to achieving our long-term objectives."
>
> **Alan Dorgan, CSP Group**

> "I would recommend Chris to founders and professional services leaders looking for strategic clarity, commercial focus and practical support in developing their growth plans."
>
> **Nick Davies, SBL International**

> "Chris is able to provide a simple, but effective approach to a complex matter. I would recommend Chris to law firms and corporate services providers, especially those who are looking to expand their presence."
>
> **Darren Bradshaw, Galadari Advocates & Legal Consultants**

> "Working with Chris brought much-needed clarity and direction to our approach. We became more intentional in how we approached BD, with a clearer commercial focus and a more structured way of engaging opportunities and building relationships."
>
> **Ahmar Irfan, Business Development Manager, Hussain Lootah & Associates**

> "Chris brings … a clear understanding of how law firms actually win work, helping us refine our message, showcase our expertise more effectively and connect with the right clients …"
>
> **Clotilde Iaia-Polak, Yungo Law**

RECENT WORK

- **Gulf strategy for a UK law firm's international health and life sciences team.** Market research, competitor analysis and a partnership plan that gave the team a clear focus for the Gulf.
- **UAE market entry for an international law firm.** Launch strategy for a Private Capital and Funds offering across DIFC, ADGM and onshore.
- **Business development strategy for a UAE law firm.** A strong network and reactive business development turned into a structured way of converting relationships into work.
- **Growth Focus Day for a regional tax and accounting practice.** A practice head who had lost confidence in a stretch target left with a credible plan, and went on to recommend the wider partnership work with me too.

MUHAMI

I also founded and run Muhami, a legal knowledge platform and lawyer directory for the UAE and the wider Middle East. Every lawyer on it is verified first. If you know a firm that wants to be found in the region, that is a short conversation. I also host the Muhami Matters podcast.

Book a call with me: calendly.com/cjaconsult/30min

chris@cjaconsult.com I +971 50 420 6729 I cjaconsult.com