

Group E

First thesis

We discussed the thesis in our group and few opinions. The proactive lawyering could make things more complicated than they originally are, and there might not be a real need for this kind of lawyering.

It could also dump down the prices of lawyer services and the wages of lawyers at the same time. It also could work better in educational environment, but not necessarily in business environments.

There are already companies that help small to medium businesses with legal issues for free or for a very little cost. Countries like Germany, Netherland and Finland have services operated by the state/government that also help start-up companies. It's mainly marketing in our opinion.

The proactive lawyering might not seem like a good investment, so small companies might disregard legal advice to minimize the costs.

Second thesis

We share the view that proactive lawyering can add value to companies, depending on the numbers and the specific businesses.

The proactive law service has to be cheaper than the reactive law service. Per example you could show that over an estimated time period of 8 years it is cheaper to pay the service than paying for the approximated occuring legal problems in that timeframe. And you have to point that out to the customer. For that, use a combined emotional and rational approach. Do a market analysis and make specific products for possible customers. You could also mention the company image as thing to preserve with the proactive approach. Try to diverse your products and create a consulting service to sell educational services to educational facilities and companies for example.