



Objective Manager

We make strategy happen.
Turn your strategic plans into everyday habits.

Why we exist

67% of well-formulated strategies fail due to poor execution. This directly impacts a firm’s revenue, profit and reputation. Objective Manager exists to solve this problem.

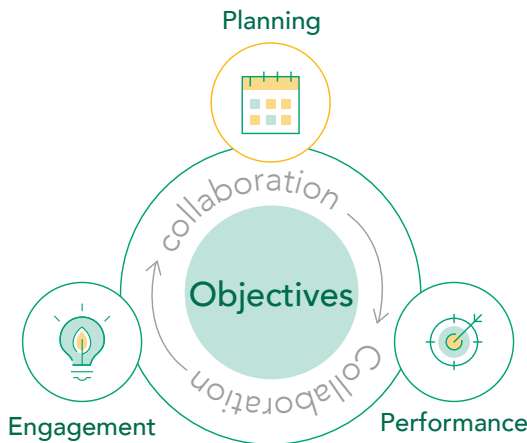
We help professional services firms turn their strategic plans into everyday habits, resulting in business growth underpinned by a culture of high performance.

“67% of firms fail to execute strategy”

Bridges Business Consultancy Int Pte Ltd. Strategy Implementation Survey.

What we do

Our software platform offers a suite of planning, performance and engagement tools aimed at ensuring your people are aligned to the things that really matter to the firm. People are connected through common objectives which fosters collaboration – the most powerful weapon in a professional services firm to drive growth.



Increase productivity, performance and retention

What we do

Our innovative software platform supports the world's largest firms to connect their people to strategic plans. We provide a centralised platform to make plans visible across the entire firm, then align every person, process, and activity in the firm behind their most important objectives. The result is everyone pulling in the same direction which directly drives growth, performance and talent retention.

By connecting individuals through a common purpose, and common objectives, we get the firm collaborating; breaking down practice silos to provide a better service to clients resulting in a move from transactional to strategic work.

Objective Manager empowers your people, making them feel more connected with the organisation and their colleagues which leads to increased productivity, performance and retention of key staff.

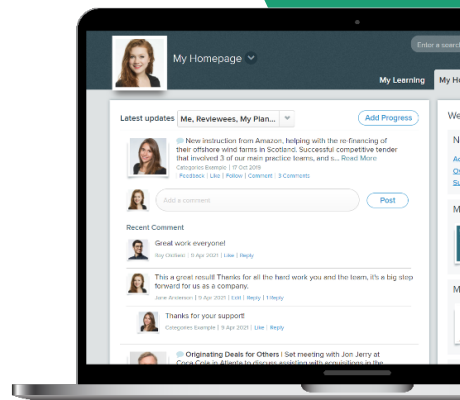
Our innovative software platform supports the world's largest firms to connect their people to strategic plans.

Planning

Good planning is the foundation of a firm's success. Objective Manager provides firms with a framework to execute strategy and align its people behind the firm's plans.

Our centralised platform:

- Identifies and prioritises the 'white space' opportunity within existing clients, based on an algorithm developed in conjunction with Heidi K. Gardner, Distinguished Fellow at Harvard Law School.
- Presents your firm, sector, practice and client plans to everyone in the firm.
- Aligns individual goals directly to your firm plans so people are all pulling in the same direction – the right direction.
- Shares everyone's strategy and objectives, driving a culture of collaboration and accountability.
- Provides leaders with a visualisation of progress against the firm objectives so managers can make appropriate interventions to keep plans on track.

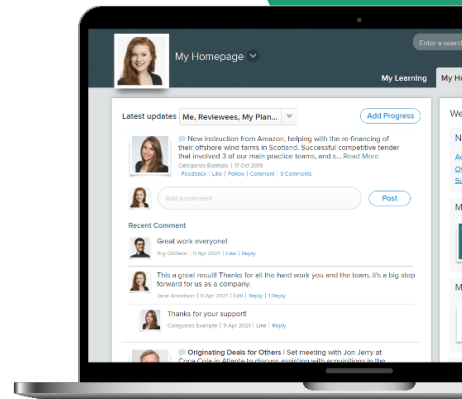


Performance

If people understand how their contribution impacts the firm, they will be more productive, motivated and committed.

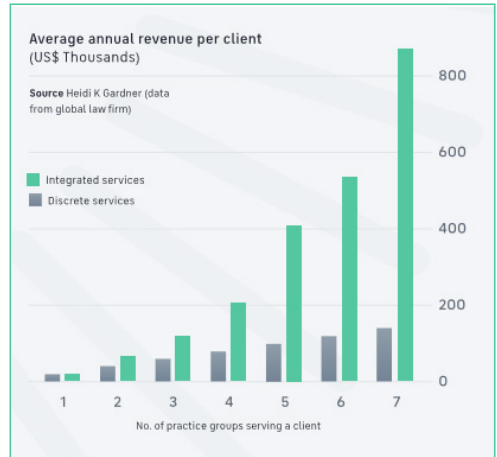
Our platform helps make this happen by:

- Providing a framework for individual objectives to be set and aligned to the firm's plans.
- Enabling individuals to identify and collaborate with other colleagues who are aligned with their objectives fostering effective collaboration across the firm.
- Our objective framework feeds into the formal performance management process. 82% of people think their performance process doesn't add value*. Objective Manager changes that. By aligning individual objectives to the firm plan, and facilitating continuous collaboration on them, individuals and managers can engage in purposeful conversations that are forward-looking and support the firm's goals.



Engagement

Our survey tools help firms track the pulse of their employees and clients anytime, anywhere. This insight informs operational decisions on the ground but also feeds back into the strategic plans of the firm. Clients and employees feel engaged, listened to and as a result more committed to the firm.



Source: SMART Collaboration: How Professionals and Their Firms Succeed by Breaking Down Silos. Heidi K. Gardner

Collaboration

Our software platform offers a suite of planning, performance and The world changed in 2020. All research points to a future of hybrid working model for professional services firms. Never has collaboration been more important Research from Heidi K. Gardner, Distinguished Fellow at Harvard Law School, found that when a firm gets collaboration working across practices then revenue and profit grow exponentially.

Objective Manager drives collaboration across the firm by:

- Connecting people to each other through their common objectives.
- Giving context and purpose to relationships in the firm so individuals and teams can find alignment and support each other in achieving their objectives.

Firms can be confident they are providing their people with the right tools to drive collaboration, irrespective of location, and keep the strategic dial of the firm moving in the right direction.

Tailored for professional services firms

We live and breathe professional services. Our solution is designed to capture how firms work, recognising some of the nuances that are specific to professional services firms. We foster our unique insight and experience then reflect that in our platform and methodology.

We don't just provide firms with great software – we bring our vast industry experience and insight to help firms fast track their strategic plans and avoid the bumps we have so often encountered. Our team is highly qualified to support the journey we go on with our customers which is why are proud to boast some of the world's leading firms as long-standing customers of Objective Manager.

Client Reviews

"Attorneys and client service teams can collaborate to ensure we are efficiently and effectively responding to client feedback."

Chief Marketing Officer,
Troutman Pepper

"Immensely powerful, focusing all of us in the right direction and providing transparency and great teamwork."

Executive, DWF

"Objective Manager has been a resounding success. We have had 100% of existing partners with objectives signed off and shared with their fellow partners."

Head of L&D, Womble Bond Dickinson



About Litera

Litera has been a global leader in legal technology for 25+ years, helping legal teams work more efficiently, accurately, and competitively. As a leader in document workflow, collaboration, and data management solutions, we empower legal teams with simplified technology for creating and managing all their documents, deals, cases, and data.

For more information about Litera visit litera.com or follow us on [LinkedIn](#).