



What is the Coaching Programme?

Our coaching programme is designed for self-employed lawyers who have joined Cognitive Law after working in traditional law firms. Developed in partnership with an accredited Executive and Business Coach it's here to provide an extra level of support, guidance and encouragement in the early months of you joining us and building your successful practice.

Why we created the programme and How it will benefit you

Making the move to self-employment is exciting, but we know it can also feel uncertain. The freedom and flexibility are great, but finding clients, marketing, and tackling challenges like pricing and running your day-to-day business can be daunting—especially if these are new to you. That's why we created this coaching programme: to bridge the gap and give you the tools and confidence to succeed.

Through the programme, you'll have access to your own Executive Coach and explore practical, simple ways to attract and retain clients, manage your workload effectively, and build a steady income. It's not just about business skills—it'll help you feel more confident, make better decisions, and handle challenges more easily. Through this additional coaching, you can more quickly start creating a practice that works for you, both professionally and personally.



How It Works

The coaching programme runs over 4 months and is tailored to your unique needs. You'll have your own dedicated coach who will guide you through the process. There are 8 key coaching topics to choose from (see below) and you'll select the 4 that you feel will benefit you the most. Over the programme, you'll have 6 1:1 coaching sessions to dive into these areas with your coach and work on practical ways to grow your practice. To support your learning, you'll also receive supplementary resources on the topics you've chosen, helping you cement your understanding and put new ideas into action.

The 8 Topic Areas are:

1. Personal Branding

Explore how to position yourself as the go-to lawyer and express your personal brand authentically with clients.

2. Business Development

Identify the key opportunities for growth in your practice. With guidance, develop an approach that suits your strengths and helps you expand your network and client base.

3. Transitioning to Being Self-Employed

Understand the challenges that come with the shift to self-employment and how you can best adapt. Be supported as you navigate the transition and find your own way of building your practice.

4. Attracting New Clients

Reflect on your current methods for attracting clients and identify new strategies to attract the clients that you most enjoy working with.

5. Converting Potential Clients

Examine the challenges you face in turning prospects into clients, and explore how to improve your conversion process and build stronger relationships with referral partners.

6. Visibility

Assess your current level of visibility and explore ways to raise your profile both online and offline in a way that feels authentic and achievable.

7. Pricing

Explore your pricing strategy and uncover ways to feel confident in the value you offer. Find a pricing structure that works for you, ensuring you're clear on how to communicate the value of your service to potential clients.

8. Measuring Success

Define what success looks like for you beyond just financial metrics. Identify meaningful ways to measure your growth, track progress, and celebrate your successes.

About The Coach

KERRY JONES

Executive & Business Coach

Kerry is an Executive Coach who supports lawyers to be successful in businesses and enjoy the journey.

Kerry works with lawyers—Partners, Associates, and self-employed Consultants—who want to build a business and career that they truly enjoy. From building a personal brand that attracts the right clients to creating a sustainable work-life balance, Kerry helps you take control of your career.

Coaching is about more than just solving problems—it's about unlocking potential with tailored strategies, practical tools, and a supportive partnership. Whether you're looking to refine your business development skills, scale your business or simply find more fulfilment in your work, Kerry will support you every step of the way.

Working with Kerry means having a coach who gets it. She's worked for 16 years in high-level positions with global FTSE companies before running her own business for the past 9 years. She's able to bring this unique blend of high-level corporate experience with entrepreneurial expertise to deliver coaching that is both practical and transformative.

In addition to offering 1:1 private coaching, she collaborates with law firms to create coaching programmes for their team.

Kerry holds accreditations as a Coach from the International Coaching Federation (ICF), The Institute of Leadership & Management (ILM), and ABNLP.

Testimonials

Kerry is an incredible coach – she resonates so well, is sympathetic, empathetic and incredibly professional. I left every coaching session feeling hugely motivated and up-lifted.”

(Elle, Corporate & Commercial Partner)

“I am excited for the journey ahead, Kerry gives me the confidence to believe that the sky is the limit for me, my business, my practice and my team”.

(Maxine, Corporate Real Estate Senior Associate)

FAQ's

Is it compulsory?

No, joining the coaching programme is not compulsory. It's an optional opportunity for self-employed lawyers who want extra support and guidance as they grow their practice. We believe the programme offers the right level of support and encouragement to make a significant difference in your success, but it's entirely up to you whether you choose to take part.

What's the investment?

The investment for the coaching programme includes both your time and a financial contribution. You'll need to commit 6 hours over 4 months for the coaching sessions. In addition to the coaching, you may spend time working through the resources provided and applying what you've learned to your practice. The good news is that Cognitive Law will match-fund the cost, meaning you only need to pay a portion of the total fee, making it an affordable opportunity to get the valuable support you need to grow your practice.

How do I choose which coaching topics to focus on?

At the start of the programme, you'll work with your coach to assess which areas of your practice need the most attention. Based on this, you'll choose the four topics that will have the biggest impact on your success. Your coach will help you focus on the areas that will benefit you most.

How do I find out more?

You can contact us at any time if you have questions or want more details about the programme. We'll discuss everything further during the application stage, and should you decide to go ahead, you'll be introduced to your coach on your induction day. Ultimately, we are committed to supporting you every way we can so you can build a successful practice here with us at Cognitive Law.