

The UNLOK-aligned PROPEL Framework for Your Firm



P – PROBLEM

Your firm has a strong strategy, but execution often stalls. Partners carry too much of the weight. Associates lack clarity. And key non-billable priorities—like BD, client engagement, or innovation—get sidelined.

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02

O – OPPORTUNITY

Your firm can unlock untapped performance by helping every team member understand how their unique talents can contribute to firm strategy—and by tracking execution in a simple, energizing way.

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E – EVIDENCE

In just 9 weeks, UNLOK helped a law firm team increase productivity from 71% to 89%, unlocking a 3% revenue lift—simply by aligning talent, action, and accountability. No restructuring. No overwhelm.

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R – ROOT CAUSE

Your firm's strategic priorities aren't clearly linked to individual strengths or daily actions. Without this connection, people default to urgent tasks, and accountability slips through the cracks.

P – PROPOSITION

UNLOK helps your firm identify each person's core talents, align them with meaningful strategic actions, and establish a weekly rhythm of accountability that keeps the entire team focused and moving forward.

L – LOGIC

Your firm already has the legal talent. UNLOK gives you the structure to activate that talent—so strategy execution becomes a shared, measurable reality across every level of the firm.

