

## LAWYERS IMPLEMENT PCM

The Partners at BlackmanSpargo were introduced to PCM and Werner Naef in an initial meeting and were “sold” on how it could really benefit their business. BlackmanSpargo closed its business for three days for training in PCM.

BlackmanSpargo is a regional law firm specialising in rural law. The focus of the business has always been about improving the business and its people and adding value to its clients. We want our staff to be well rounded people who do well in all facets of life.

BlackmanSpargo recently won the “Best Legal Employer in New Zealand” for a legal practice of under 50 employees, and the opportunity to be involved in something as exciting as PCM was an easy choice.

The PCM techniques enable staff to better connect to clients, staff members and other advisors. Communication in a legal business is absolutely critical.

At a time when a number of clients are under significant stress due to the current economic environment PCM techniques are useful in facilitating effective communication with them. The ability to discuss issues and motivate people on the same wavelength is crucial.

Every effective business must work together to achieve results. As a direct result of PCM staff members are now working together more closely and effectively as a team. This has improved our already successful business and created highly motivated people.

**BLACKMANSPARGO**  
—★— RURAL & COMMERCIAL LAW —★—

NEW ZEALAND REGIONAL LAW FIRM OF THE YEAR 2006 & 2007  
BEST LEGAL EMPLOYER (0-50 EMPLOYEES) 2007 & 2008