

# SRC Associates Ltd.

*Driving competitiveness through integration*

*Part of a worldwide office network of over 50 countries*

Consulting ● Workshops ● Retreats ● Facilitation ● Research ● Training

**Specializing in the professional services sector, we enhance the competitiveness of knowledge intensive firms through the integration of strategy, marketing, knowledge, and leadership**

Based in Hong Kong and working throughout Asia (with an affiliated office network in over 50 countries), we specialize in enhancing the competitiveness of professional service firms (and those in knowledge intensive industries) through the integration of strategy, marketing, knowledge, and leadership.

At SRC, we have worked with over 100 professional services firms (including law, accountancy, architectural, engineering and design) of all sizes throughout Asia and elsewhere on enhancing their competitiveness by taking an interdisciplinary approach that looks at the core issues of strategy, marketing, knowledge, and leadership.

Traditional strategic management and marketing methodologies do not fit well within these organizations and hence require significant modification that suits the unique operating nature and cultural context of such firms. We are one of the very few consultancies internationally that have developed a deep understanding of the unique needs of professional services firms, and in Asia, the only firm which takes a fully integrated approach to enhancing competitiveness by leveraging the key factors that drive firm success: strategy, marketing, knowledge, and leadership.

We do this by partnering with our clients and building commitment from the key people within the firm. Without such commitment, professionals will not be motivated to engage in any change process, by integrating strategy, marketing, knowledge management, and leadership, we make sure that execution is as important as the strategy itself. The outcome is a firm which is more innovative, competitive, client centric, and profitable.

## Enhancing the performance of professional service firms



## SRC Associates Limited

Unit C, 21/F  
CNT Tower  
338 Hennessy Road  
Wanchai  
Hong Kong  
Tel: (852) 28921105  
Fax: (852) 28928616  
[src@srchk.com](mailto:src@srchk.com) | [www.srchk.com](http://www.srchk.com)

# Driving the competitiveness of professional service firms

STRATEGY | MARKETING | KNOWLEDGE | LEADERSHIP

## OUR SERVICES

- STRATEGY
- MARKETING
- KNOWLEDGE & KM
- LEADERSHIP

Professional services firms (PSFs) are facing an increasingly challenging business environment. Client demands, globalization, talent retention, and increased competition are key factors that are driving such firms to improve their competitiveness. Since knowledge is the key asset of any professional services firm, the ability to leverage knowledge is crucial. However, this only leads to client value when integrated with other key processes in the firm such as strategy and marketing. Clients are demanding greater industry knowledge and application than ever before and the ability to build a truly client focused firm has never been more important.

## Our Services

Our service scope revolves around the distinct but interdependent areas of strategy, marketing, knowledge, and leadership, which are delivered in a number of possible formats:

- Consulting (and retained advisory services)
- Workshops
- Retreats
- Facilitation
- Coaching
- Training (in conjunction with Harvard Business Publishing)

In most cases, the services we offer can be delivered at a firm wide, geographic, or practice group level, as well as at the individual level whereby partners or juniors may require personalized assistance. This can be done in conjunction with or separate from firm/practice group initiatives.



## Competitiveness through Integration

**Strategy** - We work with clients on helping them achieve their key business and growth objectives by enhancing their overall competitiveness: Competitiveness and strategy diagnosis, Strategy development and implementation, Strategic planning, Strategic change

**Marketing** - Building a client focused firm that is based upon a marketing culture should be the goal of any firm. We help our clients imbed marketing throughout the entire firm: Marketing audit, Market driven and client focused culture, Marketing and business development planning, Research, Branding

**Knowledge** - We work with our clients to help them leverage intellectual capital to create a sustainable competitive advantage: Culture change programs, Community enablement programs, Knowledge research & analysis implementation, Architecture and tools development, External content acquisition

**Leadership** - We advise on the leadership values and behaviors that best align with the firm's key strategy, marketing and knowledge efforts: Leadership and firm culture diagnosis, Firm and practice group leadership, Talent retention and motivation

## Contact Us

SRC Associates Ltd | Unit C | 21/F, CNT Tower | 338 Hennessy Road | Wanchai | Hong Kong

Tel: (852) 28921105 | Fax: (852) 28928616 | [src@srchk.com](mailto:src@srchk.com) | [www.srchk.com](http://www.srchk.com)