

Background

Julia, the founder of Hayhoe Consulting, is an affiliated partner of Fairfax Associates based in London. For the past 20+ years she has been a trusted advisor to a range of legal sector and professional services firms. She advises on strategy development and growth including mergers and alliances; client insight, service delivery and feedback programs; leadership development and organizational design and governance.

As Environmental, Social and Governance (ESG) issues have become a strategic issue for business, she also provides insight and expertise on how to incorporate ESG opportunities and responsibilities into strategy. A consistent theme in her work is enabling clients to achieve strategic sustainable growth.

Prior to establishing Hayhoe Consulting, Julia held roles at Baker McKenzie (Chief Strategy Officer, Global Executive Committee Member and Director of BD, Marketing & Communication) and at Clifford Chance (BD & Internal Consultant). Earlier in her career she was a lawyer at a regional law firm and an in-house legal department seconded at what is now Walgreens Boots Alliance.

Julia was also Vice President at Hildebrandt (the legal management consultancy of Thomson Reuters) in the London, New York and Washington, DC offices and so now re-joins her former consulting colleagues in working together.

Her NED and pro-bono work include: Strategy Officer at the World Economic Forum; Advisory Board for Thomson Reuters Transforming Women's Leadership in Law Forum; Corporate Advisory Board for The Foundling Museum, the UK's first children's charity; and NHS Leadership Coaching with Meyler Campbell's NHS Pro-Bono Coaching Program.



Areas of Expertise

Strategic Planning and Implementation

- Strategy development and implementation at firm, practice, sector and office levels, involving client interviews, partner interviews, lawyer surveys.
- Incorporating ESG opportunities and responsibilities into strategy to drive sustainable growth and resilience.
- Strategic expansion assessments and go/no-go decision frameworks for merger & acquisition and lateral teams
- Prepares merger and lateral team integration plans and works with firms on key integration projects.
- Strategic alliances assessments and success protocols.

Client Insight, Expectations and Growth

- Develops client strategy, key account programs and client teams to unlock growth opportunities.
- Develops and conducts client insight, service delivery and feedback programs.
- Designs service-lines and products to meet client multifunctional expertise and service delivery expectations.
- Redesigns Marketing, BD & Communications Functions to drive demand and firm strategy.

Leadership, Governance and Organizational Design

- Develops leadership capability and programs.
- Conducts board and leadership team effectiveness reviews, including stakeholder engagement.
- Provides 1:1 leadership and team coaching.
- Develops succession and talent pipeline planning.
- Aligns firm governance and structures with strategy.
- Restructures business units and functional departments.

Education

MBA with distinction (Manchester Business School), studies in Sustainable Business Leadership (Cambridge University, Institute for Sustainable Leadership); Organizational Behavior & Design (Columbia University, New York); Law Degree (Essex University) and certified Meyler Campbell business coach.

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