

The Truth Behind

Mission, Vision and Values in Professional Services

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In February 2021, Houser Henry & Syron LLP (“HHS”) wrote about [Living and Breathing Client Service](#) for PM Forum Magazine. In that article, the firm defined the fundamentals of client service and how it helps long term clients succeed.

This article focuses on a unique approach, which is embraced by the entire team at HHS, resulting in this Toronto based law Firm’s success.

Our boutique Firm of 11 employees, provides legal services to mid-market Canadian and foreign private businesses, helping them deal with complex legal challenges, to grow and to manage risk successfully. The Firm’s success, however, revolves around its strategic, but thoughtful, mission, vision and values.

What is unique about HHS values? Houser Henry & Syrons’ values start within the Firm itself, with a collaborative and respectful workplace and translates into excellent client service. With respect for one another a priority, a strong team leads to strong client results. These values are embedded in its everyday processes and celebrated daily.

The Firm prioritizes teamwork, trust, and mutual respect and is governed by what it has coined as CRIISP values, being *Collaborative* and *Respectful* to one another, ensuring everyone is *Invested* and *Improving* processes and efficiencies, and ensuring a

Strategic and *Practical* approach. These values set the tone for the Firms' culture and aligns with its client service.

There is no single model for success. However, HHS believes that process and values matter. Continual process improvement is influenced by leaders like Michael Henry, Managing Partner at HHS. The values practiced by each team member at the Firm are the guiding principles on how they operate business and service clients.

The Firm appreciates long-term partnerships and its vision of being "*a champion for better business*" is supported in its commitment to providing strategies and solutions for client success and growth. The Firm is not afraid to make bold decisions that not only benefits clients, but also considers the greater good of those decisions.

Over the years, the Firm has provided useful advice and a unique, integrated approach that helps manage clients matters and achieve positive outcomes. These relationships run deep, because clients trust and believe that the Firm is looking out for their best interest. HHS provides leadership, keeps all parties informed throughout the process, works efficiently and effectively, aligns technologies and processes, and constantly refines and improves. This constant evolution speaks to the Firm's dedication to client success.

It's one thing to provide legal advice but investing time to get to know a client is part of HHS's secret formula. Team members establish relationships with clients to gain an understanding of their general business operation, goals and needs, not to mention getting to know them personally. The time invested in factory floor visits, warehouse tours, participating in management meetings, hosting virtual coffees and much more, gains clients trust and respect that the Firm genuinely cares.

Here's the added value... The Firm prides itself on delivering legal solutions in plain English. Whether through email, phone or in-person meetings, clients understand exactly what the lawyers are communicating. Contracts and solutions are clearly defined, so that every client fully understands all details.

Clients are looking for true partners, in order to grow together, communicate on the same level, and have similar future goals. They value long term relationships just like HHS, and they trust those partners to invest in their wellbeing. So, the Firms' mission of "*delivering legal solutions in plain English for long term success*" has become part of the Firm's mantra.

In this competitive environment, professional services *must* ensure that the client journey is nothing short of the highest level of excellence. As Disney's Seven Keys to Success notes, "*If someone else satisfies customers better than you, no matter what type of business, you suffer by comparison.*" Disney's secret formula revolves around principles that drive culture and success, and the company's success comes from its ability to keep customers coming back. Customer service is its prize ingredient. Disney lives and breathes its mission, vision and values, which has achieved trust, commitment

and an outstanding reputation. Houser Henry & Syron continues to strive for the same trust, commitment and reputation.

HHS continually looks for ways to improve on the client experience and has begun the process of incorporating some of Disney's best practices. The firm is creating a client journey road map, where firm members are putting themselves in client's shoes and are identifying ways to execute an effortless experience. The goal is to create new ways to elevate client service and enhance the client experience. Since the journey is different for every client, the process of creating the perfect experience is an ongoing evolution. This is why embracing strong mission, vision and values is critical.

This year, the Firm embarked on its 4th edition of its Mid-Market Report; [CEOs Speak Canadian Resilience: Operating Beyond Covid](#). This report investigated how mid-market companies navigated business strategies beyond COVID. It shared CEO and business leader's insights on business opportunities, challenges and alternative ways to cope in a new reality. It also provided awareness on how many leaders had to rethink how to spend time, money and resources.

At the start of the pandemic, HHS took time to reach out to clients to understand their business and personal needs and concerns, and assisted them in finding solutions to navigate through the pandemic and beyond. The Firm genuinely acted as a resource for clients, while strengthening relationships and building on-going trust. It can be a challenge to differentiate a law firm in the world of professional services, however the truth behind this Firm's success comes from its mission, vision and values. These types of messages are pointless if they are not created through a realistic and honest approach, empathy and understanding, and attentiveness to details and needs.

HHS creates clients for life by demonstrating its abilities, creating that trust and constantly delivering on its core beliefs. Should you have any questions relating to this article or require legal information, please contact Lisa Hegedus at lhegedus@houserhenry.com or 416.860.8032.

About HHS

Since 1934, HHS LLP has provided legal services to Canadian and foreign private businesses, helping them deal with complex legal challenges to grow and to manage risk successfully. We help our clients with mergers and acquisitions, commercial real estate, reorganizations, shareholders disputes and agreements, commercial agreements, employment issues and financing. We also pride ourselves in practising in *Plain English*.