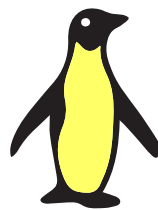


10th September 2026

VBP

Value-Based Pricing One-day Masterclass

Principles, Implementation & More



**big yellow
penguin**



BRISTOL
LAW SOCIETY

Introduction – Why Now?

Make no mistake...the professional services market, in its current form, is being disrupted. AI is causing law firms to reassess at speed how they charge for their services. There is a battle for talent, and a demand from the workforce to work in an “agile” manner.

Unsurprisingly both clients and lawyers are becoming more vocal about their dislike of the billable hour and are searching for better alternatives.

The legal industry is changing at a pace like never before, as the American author William Gibson wrote, “The future is already here– it’s just not very evenly distributed.”

At this new event, a Value-Based Pricing Masterclass, law firm leaders will learn how they can go about conducting a change management project. How to create the tools needed to make a start. This interactive seminar will explore the principles of value-based pricing (VBP) in the legal sector and examine the benefits that this can bring to clients, law firms and, most importantly, lawyers.

During the event, delegates will receive an introduction to:

- ✓ The basic principles of value-based pricing.
- ✓ The headline subjects of a value-based pricing project implementation plan.
- ✓ Creating a draft outline of a BBU (Big Book of Usefulness) - A Practice Area pricing guide.
- ✓ Gaining an understanding of the benefits that VBP brings to clients, law firms and, most importantly, their lawyers.
- ✓ Participating in group exercises to populate and finesse the plan and create fixed price agreements with pricing options which give clients choice.

On completion of this Masterclass, you will understand the tasks involved when conducting a change management project in respect of VBP, and you will receive access to a RACI (Responsible, Accountable, Consulted and Informed) Task List, which shows how VBP can be implemented in your firm. You will also be given access to Declan AI, the world’s only pricing penguin!



Event details



Date and Time

Thursday 10th September

Arrive 9:30am

Depart 4:00pm



Where

Osborne Clarke
Halo, Counterslip,
Bristol, United Kingdom
BS1 6AJ



What's Included

Refreshments and Lunch

Training materials

Access to Declan AI

One 12-month licence
for the digital training
course Value Voyage

What you will learn

This course will cover the following:

- ✓ What do clients want when they buy?
- ✓ What do clients want to buy from lawyers... and do lawyers know?
- ✓ How do you price now?
- ✓ What is value?
- ✓ Common myths.
- ✓ The characteristics of successful law firms.
- ✓ The benefits and challenges.
- ✓ How to implement a VBP change management project.
- ✓ A high-level outline of the '8 P Point Plan™' - a methodology of implementing value-based pricing in a law firm.

Presenter

Shaun Jardine is a leading authority on value-based pricing in the legal sector; author of two critically acclaimed books “Ditch the Billable Hour!” and “Ditch & Switch- 50 value-Based Pricing Examples for Law Professionals.” Shaun is also the creator of Declan AI, his Value-based pricing (AI powered) pricing assistant.

Shaun not only knows about pricing, but he also has an AI sidekick who helps implement it.

Known for his engaging presentation style (occasionally appearing as his alter-ego, Declan the Big Yellow Penguin), Shaun has helped many law firms across the UK and internationally implement successful value-based pricing strategies. He developed the innovative 8 P Point Plan™, and the Value Voyage, a digital training programme to help implement value-based pricing in law firms.

Shaun regularly speaks at major legal conferences and has been featured in numerous leading legal publications. His expertise spans law firm management with an emphasis on value-based pricing strategy. He now leads Big Yellow Penguin Ltd., Consulting with law firms on pricing innovation and strategic change.

A sought-after mentor and coach, Shaun combines practical experience with theoretical knowledge to help firms navigate the changing legal landscape. His approach emphasises practical, actionable strategies that firms can implement immediately to improve their pricing and profitability.



Shaun Jardine
Big Yellow Penguin Ltd

Get in touch at:
Email: shaun@bigyellowpenguin.co.uk
Call: +44 (0) 7866 447 603

We hope you enjoyed reading about the event.

To secure one of the limited tickets available, please see the details below.

Booking form

Steps to join VBP Planning Masterclass:

1. Book by emailing Shaun Jardine at shaun@bigyellowpenguin.co.uk
2. We will send you an invoice.
3. Show up on the 10th September.
4. Relax, chat, network, ask questions, & enjoy!

Booking price:

£750 plus VAT per delegate (£900)

Price includes: Refreshments, working lunch and access to Declan AI for 30 days following the event.

For further information contact:

Shaun Jardine
Big Yellow Penguin Ltd

Email: shaun@bigyellowpenguin.co.uk
Call: +44 (0) 7866 447 603

