

## Darryl Cross Joins LawVision Group

By [LawVision](#) on April 3, 2018

LawVision Group is pleased to announce [Darryl Cross](#), an internationally-known expert on the art, science, and grit of high performance coaching and team dynamics, has joined the firm as a Senior Consultant in the Business Development and Growth Practice Group. For more than 20 years clients have relied on Darryl to offer them a unique approach to improving performance. He works specifically with leaders, practice chairs, department heads, office heads, and business professionals to dramatically improve their financial results and gain a sustained, competitive advantage.

"We are thrilled to have such a recognized leader join our outstanding team of legal industry business development professionals." said [Silvia Coulter](#), a LawVision founding principal. "LawVision has long been a leader in providing firms with strategic counseling in all areas of law firm management and leadership. Darryl will continue to help us strengthen our work with clients in the client retention, growth and new business development area. His approach to helping firms facilitate, collaborate and leverage teams is revolutionary to the industry."

Darryl's keen understanding of law firms comes partly from his experience as a senior business leader from both sides of the relationship. He served as the Chief Marketing Officer and member of the Executive Committee of an international law firm. He has also developed, coached and trained the largest, full time sales force of lawyers in the world as Vice President of Performance Development & Coaching at LexisNexis. The 1500 lawyers and executives under his instruction generated over \$2 billion in annual sales in the legal, corporate and government sectors in North America, Asia, Australia and Europe.

According to Darryl, "The legal industry has entered an exciting and turbulent time where those firms that can help their clients become more profitable will have control of their own destiny. LawVision is recognized as the premier consulting firm in the industry and I am excited to contribute to the team's continued success."

LawVision provides law firms with the latest services from strategic planning, partnership alignment, project management and talent management to building firm revenue, strengthening lawyer confidence and maintaining client loyalty while helping firms achieve the structure and management necessary to create efficiency and drive revenue and profitability. Our expertise is unmatched in every aspect of professional services firm management. We have over 100 years of professional services industry experience, including roles in house. Our reputation for helping clients identify and implement practical solutions and enhanced business processes continues to enable us to work with the world's leading firms. For more information, please visit us at [www.lawvision.com](http://www.lawvision.com).