



**World Law
Alliance**

**WorldONE
Alliance**

TOGETHER WE ARE

wone

World Law Alliance & WorldONE Alliance
Together we are WONE.



Together we do more.

Working Together

Disparate, yet Together – WONE Firms serve clients to the best of their ability together. The geographic and practice diversity of WONE allows us to have a breadth of knowledge that can be used when addressing client needs.

Learning Together

We share those experiences and learn from each other regarding effectively addressing numerous issues, creating winning strategies and using our knowledge to assist each other.

Finding Solution Together

It isn't difficult to identify problems. Assisting each other to find the solutions is actually the key to effective client service, firm management and practice development.

This Member Benefits booklet will help
you understand the benefits, tools and
resources available through your
WONE MEMBERSHIP

Empowering Members and their clients for global business success.

World Law Alliance & WorldONE Alliance together called as WONE, we bring the power of leading law, accounting and business advisory firms, credible professionals and domain experts in 100+ countries collaborating seamlessly across geographies, industries and practices to tackle your complex global challenges of clients anywhere in the world..

We are a hybrid, distributed law practice where each partner has unique abilities to combine and deliver success to clients.

Synergizing Marketing

WONE marketing team brings together a group within a practice area or a geography for developing joint go-to-market plans.

Enabling Technology

A growing new generation of technology and solution partners are taken onboard, enabling member firms to develop new offerings by providing advanced complementary technologies.

Driving Value Creation for Clients

Member firms are able to drive value creation for clients in a way they wouldn't be able to do in isolation. Creating more value for the client drives better business outcomes and increased satisfaction - and, as we all know, these, in turn, drive growth.

Creating a competitive advantage

WONE firms aim at collaboration, engagement, and cooperation.

CONTENT INSIDE

ROLE OF WONE 8

Put your Practice Into High Growth Trajectory
Improve New Client Conversions
Gain Immediate Amplified Web Presence
Enhance Your Brand Reputation
Build further practice development capability

EXTEND YOUR REACH 10

SUPPORT FOR YOUR CLIENTS 12

Build Capacity to Service the Needs of your Clients
Client development Meets
General Counsel Parleys
Project Management Support

COLLABORATE & OWN 14

Free advice exchange among members
Free office and facilities access
Multi jurisdictional collaboration

OPPORTUNITIES FOR YOUR PROFESSIONALS / PARTNERS 16

Practice, industry or Region focused Group
Get Involved - Governance, Voting, committees, conferences

Tools for your lawyers & clients

Best Practices guides
Guides to doing business
Directory Search

LEVERAGE OUR INSTITUTIONAL SERVICES **18**

International Commercial Disputes Tribunal (ICDT)
The Great World Law Debate

LEVERAGE WORLD CLASS MARKETING TOOLS AND RESOURCES **20**

Member Driven Events / Conferences.
WONE & WLA Brand and Logo identity Usage
WONE Practice Focused Initiatives, website and Executive Board
WONE Region Focused Initiatives, website and Executive Board
Outreach via official WLA social media handles and profiles

WONE REFERRAL SERVICES **22**

MEMBERSHIP - CATEGORIES & FEE **28**



THE ROLE OF WONE

The Role of WONE is to define the mission, vision, values and goals of the collective and lead the overall management of the network brand including governance, commercial arrangements, go-to-market coordination, value creation mechanisms, value sharing mechanisms, and risk management.

It can be really challenging to collect legal business advice from ten, twenty, thirty different countries. WONE offers a unique opportunity to work with one network, where the partners strive to be consistent on a global basis and are very practical in their solutions.

WONE offers wide coverage in major commercial centers around the world, so wherever your clients' needs are, you have confidence that the WONE member firm will deliver the same level of service that you do.

Your WONE relationships go beyond each individual file – these relationships ensure that your files are handled by a firm that will treat your clients the way that you treat your clients.

Membership enables our firms' clients to have quick access to the local knowledge of law firms in foreign jurisdictions without the expense of opening and maintaining an office in other countries.

WONE offers its members a smoother delivery of your services to your clients because each of our firms is vetted to ensure they are of the highest quality.

Deliver lasting value to clients globally.

One letter of engagement

Work with us on a multi-jurisdiction Project Management Team without the worry of multiple terms of engagement, different types of contracts or billing.

One blended rate across regions

Top quality legal advice at a blended rate across regions.

One point of Contact

With our proprietary digital platform, our clients enjoy a streamlined case management process, making it easy to always access the latest case updates.

One consolidated invoice

We pride ourselves on our transparent billing and invoicing, leaving no room for surprises when billing

time arrives.

One stop for end-to-end legal services

Full-service legal advice across all areas of law supported by our expert industry advisors (former GCs of Fortune Companies).

Regardless of your legal issue, we will make it easy for you.

A large rainbow flag with a black stripe is flying against a blue sky with white clouds. The flag is made of many horizontal stripes of different colors, including red, orange, yellow, green, blue, purple, and black. The flag is flying from the bottom left towards the top right of the frame. The background is a bright blue sky with scattered white clouds. At the bottom of the image, there is a purple rectangular overlay containing white text.

**EXTEND YOUR REACH.
GROW YOUR BUSINESS**

Everything we do at WONE is designed to give our member firms the resources, opportunities and culture they need to connect, engage, grow, and extend their legal and advisory reach to clients everywhere in the world.

Put your Practice Into High Growth Trajectory

Instantly expand your geographic reach without the challenges and expense associated with launching your own overseas offices. Market your niche to a wider audience across the globe at a fraction of your invested resources. Get on the radar of new corporate clients around the world. Gain improved awareness in the local and global marketplace.

Improve New Client Conversions

- Grow and diversify your client base through inbound work referrals from other WONE member firms, both regional and international.
- Send a referral to the most competent law firm and get referrals from other law firms as per WONE mandate.
- Develop your pro bono activities and more in the chosen sector, location or practice areas
- Build your network and stimulate business development opportunities by participating in various global, regional and national events and initiatives
- Promote your own events and activities around the world or to your specific target audience through WONE initiatives, network and online global communication and social media platforms.

Gain Immediate Amplified Web Presence

- Online Landing Page of the Law Firm with all necessary Information
- Profile of all the law firm partners on WONE platform
- Videos in various sections of WONE platform
- Constantly updated and maintained a public profile on WONE Platform to enhance your recognition and improve your search visibility online.

Enhance Your Brand Reputation

- Get Recognition that the firm is part of an integrated global brand trusted for its quality.
- Enhance your firms' reputation for delivering the highest international standards of ethics, client service and professionalism.
- Use of the WONE brand across all of your communication channels and through all your collateral.

Build further capability to:

- Retain and attract the brightest legal talent
- Retain profitable clients who have sophisticated cross-border needs
- Keep up with the latest legal and technological developments worldwide

A woman with dark, curly hair is shown from the chest up, smiling and looking off to the side. She is wearing a white t-shirt with the text "NOT DAY, SATANI" printed on it. The background is a light-colored wall with a small green plant hanging from the top right. The overall mood is positive and relaxed.

NOT DAY, SATANI

SUPPORT FOR YOUR CLIENTS

// WONE Members get well equipped to deliver services with keen oversight, control of budgets, deliverables, deadlines and tailored precisely to a client's global needs.

Build Capacity to Service the Needs of your Clients

- Deliver consistent, high quality service to clients, wherever they are in the world through local offices in each location.
- Create a joint venture team or collaborate for representing large, complex international transactions.
- Get on-demand access to technology and training that is international standard compliant.
- Develop practice and skills through a variety of initiatives, shared matters, projects, conferences, member meetings, collaborative business development projects etc.

Client development Meets

Help your clients get up to speed on key jurisdictions by working with the WONE Global, Regional or Practice Leads to understand local market economic developments and business conditions as well as specific areas of law. These Client Development Meets can be held virtually in the client's office or coupled with a WONE event.


CXO Parleys

Together with your firm's partners, WONE can customize and co-facilitate CXO Parleys with clients to share our unique global thought leadership.

CXO Parleys will allow your firm to bring together a client audience ranging from 10-30 General Counsels, CFO's etc who invariably value the chance to discuss high-level global concerns with their peers.

Project Management Teams

The WONE firms join forces through its Collaborate Project Management Systems that allows a single, shared and accessible flow of information with key contacts within the project teams cutting across geographies and practices, supported by WONE Project Support Lead.

A low-angle, upward-looking shot of an airplane's tail and wings. The aircraft is dark, and the sky is a mix of orange, yellow, and blue, suggesting a sunset or sunrise. The tail fin is prominent in the center, with the wings extending outwards. The overall mood is professional and aspirational.

// The WLA Global Back Office team works hand-in-hand with each of our members to ensure that they are able to make the most out of their WLA membership, from addressing individual concerns and supporting firm efforts to assisting members in collaborating with each other.

COLLABORATE AND OWN

COLLABORATION AMONG MEMBER FIRMS

WONE members collaboratively develop, own and control specialized assets with a collective purpose in different practice and industry sectors.

Free advice among members

Any lawyer at a WLA member firm may contact lawyers at other member firms for free advice. This includes general discussions of law or other issues and should generally take less than 30 minutes. Requests for free advice may be made to the firm's contact person on their member firm profile or to one of the firm's practice area contacts found on WONE Concierge.

Free office and facilities access

The Free Office Policy gives members access to offices worldwide. If any of your firm's lawyers are traveling to another jurisdiction and need the temporary use of an office, a meeting room or office equipment, they just need to reach out to the firm's contact person, found on their member firm profile or through WONE Concierge.

Multi jurisdictional collaboration

When your clients need legal services in multiple jurisdictions, your firm can turn to our network to assemble superior multi jurisdictional expertise and coordinate seamless solutions for a broad range of cross-border matters, transactions or disputes.



OPPORTUNITIES FOR YOUR PROFESSIONALS / PARTNERS



Get Involved

Practice, industry or Region focused Group

Groups are the delivery systems of services built by highly experienced and qualified partners in the specific domain.

Members can nominate their highly rated experts in these groups and reap the benefit of collaborative practice by way of on-boarding new clients and serving them jointly through special purpose initiatives.

Policy & Governance

Members steer the direction of our work, shape our strategy and play a central role in our governance structure. By joining WONE, members are eligible to vote and take part in our governing bodies worldwide.

Members can participate in our Regional Executive Committees and Global Executive Committee. Members can also participate in expert committees as advisors.

WONE Members can vote to elect their regional governing bodies, the Regional Executive Committees that make WONE Global Council.

WLA Initiatives, Virtual & Other Events & Media Talk Shows

Host a FREE global or regional show with complete marketing and operational support of our back-end team.

Participate in a range of initiatives of WONE.

WONE provide great opportunities to members with exclusive learning, marketing, collaboration and business development opportunities. Managing Partners & General Counsel Conferences allow member firms and general counsel to share knowledge, best practices and business experiences with each other.

To know about our ongoing initiatives, contact our team now.

Tools for your lawyers & clients

Best Practices guides

Best Practices guides developed in consultation with members, provide insight on specific topics in areas such as practice efficiency, project management, performance measurement, knowledge management and referrals, career development and recruiting and much more.

Guides to doing business

Compiled by member firms, the WONE guides to doing business provide a comprehensive overview of the legal and business environments in more than 100 jurisdictions worldwide.

WONE Directory Search

Locate a member firm lawyer or firm anytime, anywhere.

You have quick access to the full strength of the network supporting 40+ practice areas in 100+ countries worldwide.



LEVERAGE OUR INSTITUTIONAL
SERVICES FOR YOUR CLIENTS' SUCCESS.

International Commercial Disputes Tribunal (ICDT)

International Commercial Disputes Tribunal (ICDT) is a global Arbitration and Dispute Resolution body, helping you resolve cross-border commercial disputes anywhere in the world.

- WLA Member firms use ICDT contract clauses to help clients prevent disputes and operate with certainty anywhere in the world.
- Member firms use ICDT administered process under its rules and procedures to solve complex disputes of their clients. (ICDT is one of the most user friendly Arbitration and dispute resolution bodies for the administration of disputes of your clients.)
- Member firms can also get involved and nominate one of their qualified or experienced senior partners as a Neutral Arbitrator or Mediator in the global roster and specialist panels.
- Businesses around the world have free access to this comprehensive rosters of finest and most credible arbitrators.

TM

FEDERATION
OF INTEGRATED
CONFLICT
MANAGEMENT





**LEVERAGE WORLD CLASS
MARKETING TOOLS AND RESOURCES**

WONE is a powerful marketing platform with programs, system and support that enhance the visibility of members, build thought leadership and extend a global brand reach and impact.

As a member of WONE you will have access to best in class business and marketing resources you need to be successful and grow your practice.

Besides a basic assured marketing and outreach footprint via WONE mediums, members also gain through high quality marketing support provided by the dedicated marketing arm of WONE

Member Driven Events / Conferences

- Create your own conferences and promote them through WONE official concierge for a wider outreach
- Participate in the events of other members of WONE
- Call for a meeting with other WONE members on a specific agenda with the support of WONE Concierge.

WLA & WONE Brand and Logo identity Usage

Use of WLA and WONE brand across all your communications collateral including stationery, email, website, social media etc.

Email Marketing

Free 50k mails to prospect databases through WONE platform in a year. Moreover, members can also build a custom email marketing program with the help of WONE marketing team.

Branding, Identity and Marketing Collateral

- Membership certificate
- Profile of the Firm in global directory
- Profile of all the employees and members of the firm

Custom marketing & Business Development support

On-demand custom marketing programs to maximize the marketing benefits that membership provides, including website, proposal templates and international service desk.

WONE Practice Groups

- Become the core member of a “WONE Practice Group”.
- Members can nominate for WONE Practice Group Committees.
- Law firm and Partners profile published in each Practice Group Website.
- Publish practice and industry specific content - articles, news updates, videos on WONE Practice Group Website.

WONE Regions

- Nominate and become a part of WONE regional board leadership.
- Law firm and Partners profile published in each regional group website.
- Publish region specific content - articles, news updates, videos on WONE Regional website.

Outreach via official WONE social media handles and profiles

Gain massive outreach via WONE Social media - Send out and post news articles, updates, event videos, other educational, information content through the official WONE handles of Twitter and WONE assets on LinkedIn, Facebook and Insta.

Communication Channels & Publications

WONE digital publications on international business issues, with content contribution from all members, provides regular thought leadership covering topical issues relevant to members and their clients.



WONE REFERRAL SERVICE

WONE Global Referral Service Team

Amplify your international practice with WONE Referral

- Do you know who your best referral sources are?
- Are you confident that when you refer clients to other attorneys they are getting excellent service?
- Who has expertise that you don't?
- Who can you count on to provide your clients with the best possible experience?
- How satisfied were your clients with referrals you've made in the past?
- How well were you kept informed on the progress of the client's case by the lawyer you referred to?

// **Having a great referral system that tracks and maintains reliable data lets you spend less time on administrative work, chasing unproductive business, or hours searching for the right attorney to help your clients and more time focusing on the clients who rely on your expertise.**

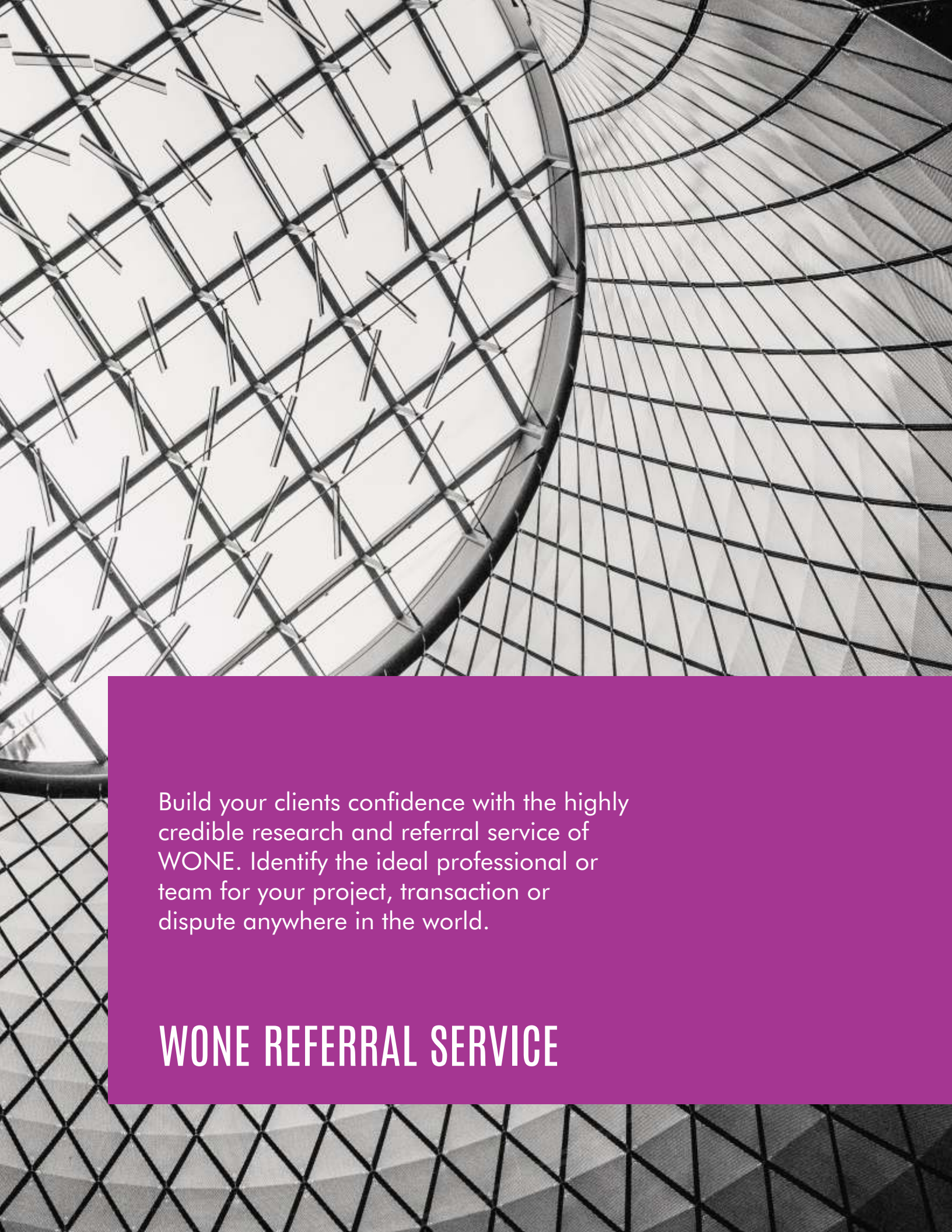
WONE Referral Service enables a client's needs to be comprehensively managed using resources beyond those available with a firm they access service from.

WONE Referral Service ensures that all members and their clients have access to the highest possible standard of service and provides an opportunity to engage with members of similar profiles in other jurisdictions and practice areas.

Assured referrals in lieu of referrals

The referral service provides clear assurance to firms of similar profiles to gain a referral in lieu of referral.

- Standard response times to meet clients requirements
- Standard approach on fees
- Non-exclusive – Can instruct non-member firm in a member jurisdiction
- Introductions direct (not through the centre)
- Peer reporting and annual audit maintains best practice



Build your clients confidence with the highly credible research and referral service of WONE. Identify the ideal professional or team for your project, transaction or dispute anywhere in the world.

WONE REFERRAL SERVICE

Project Management for Corporate Inhouse Teams

WONE Referral System serves as a global legal powerhouse for in-house teams and rapidly connects legal departments to the most suitable, compatible and credible professionals for transactions, cross-border legal risks, issues and opportunities globally, saving them time and money.

The global ecosystem helps them find reviewed boutique firms for projects requiring niche expertise, local counsel, cost-control, overflow or temporary support.

Inhouse teams can build a custom team, or a new law firm of selective attorneys for their project with the help of our dedicated concierge.

Scale On Demand

The combination of our unique talent pool enables your team to quickly scale up and down with the right legal support when you need it. Your team also benefits from on boarding only one vendor, WONE, instead of multiple firms, substantially reducing your administrative costs in sourcing and hiring new outside counsel.



MEMBERSHIP

We offer this Membership to firms that we are proud to associate with and who have objectives and values that are consistent with or complementary to WLA and WONE Global Network and its partners.

WLA & WONE associate firm is expected to meet all legal or regulatory standards for the services they provide in their country, to conduct its practice in accordance with, at a minimum, the applicable international standards.

Membership is granted by the decision of the Board of Directors upon thorough review of requested information.

Join with a bare minimum fee, then choose how to invest your time, resources and incremental fee further in your partnership with WLA and WONE Global Network.

When you join World Law Alliance & WONE, you become part of a global ecosystem that connects you to the relationships, insights, tools, resources, and programs you need to amaze your clients and drive business growth.

As you achieve your business goals, partner with WLA - WONE at the level that suits your unique needs to access more benefits, and develop your relationship with us and other partners in the network.

Return on Membership Investment

WLA and WONE MEMBERSHIP yields an exceptional “return on investment” (ROI) that is measured in both tangible and intangible benefits.

This ROI makes our membership one of the most valuable decisions you can make for your practice.

Members get many times return on their investment, often tens of thousand dollars in value through member services, privileges and membership benefits.

Membership Categories / Fee

THE BOUTIQUES

This membership category is for Boutique firms with unique solutions driven practice.

Annual Fee:

Minimum USD375 or USD118 x number of partners (whichever is higher)

Joining fee : N/A

THE BIG ONE (Exclusive in a Jurisdiction)

The Big ONE Membership is the lead and EXCLUSIVE membership category for a firm in any Jurisdiction.

As an exclusive member, The BigONE members enjoy preferential rights and obligations and have a say in how WLA & WONE is run. For example, the BigONE member can nominate regional representatives to be part of WLA & WONE Executive or Council.

The members help to set the direction of the organization in their region as well as on a global scale by taking part and voting on important issues.

The office of the BigONE member serves the interests of all stakeholders including clients and other associate members within their jurisdiction and can also operate as the regional office of WLA & WONE.

Annual Fee:

Minimum USD675 or USD118 x number of partners (whichever is higher)

Joining Fee: USD 500

THE INDEPENDENTS

This membership is for individual professionals who operate as independent practitioners and do not have any firm - having well established and strong credentials as arguing counsels, expert domain advisors, subject matter specialists etc.

Joining fee : N/A

Annual Fee: USD 225

THE DISPUTE NEUTRALS

Highly skilled and credible dispute neutrals

Annual Fee: USD177

THE SUPPORT SERVICE FIRMS

This membership is for those professionals, vendors and service providers who are a direct or indirect resource to the professional service industry and play an important part in the international professional service delivery ecosystem.

Allied membership is open to all whose primary mandate is directly related and/or complementary to the aims and objectives of WONE, but are not eligible to join WONE as full or associate members.

Joining fee : N/A

Annual Fee USD 375

EQUITY SHAREHOLDER

WLA and WONE offers equity options to members who are active in WLA and WONE Global Network. The Equity investment option to its members start with a minimum investment of USD 50K and upwards.

At this stage, to fund its highly ambitious global, regional or practice focused growth, equity is also offered to private equity investors, business investors and other venture capital investments funds around the world.

To discuss these opportunities, you can contact our president at krishan@worldonealliance.com

Member Help and Support

Our member firms are the soul of our brand and we focus very hard on ensuring they receive full help and support for anything they may need to practice and grow.

Website

(www.worlddonealliance.com) shares key information for both existing and prospective member firms as well as their clients. It includes an interactive global directory of member firms, network news, and insights to keep you up to date on the latest trends.

Member firm websites can be seamlessly integrated with the WLA website for higher search visibility and brand views.

Global Directory

Can be accessed by clients, members or anybody to find other firms' contacts instantaneously.

Communication Channels & Publications

WONE digital publications on international business issues, with content contribution from all members, provides regular reports and thought leadership covering topical issues relevant to our member firms and their clients.

WONE Member Support & Services

- Personal Client Manager, offering introductions and support.
- Email Marketing
- Free 50k mails to prospect databases through WONE platform in a year.

•

Branding, Identity and Marketing Collateral

- Membership certificate.
- Profile of the Firm in directory.
- Online profile of all the employees and members of the firm.

Customized marketing support

We offer one-to-one support and provide customized marketing programs to maximize the marketing benefits that membership provides.

Business Development Support

Practical support such as website set-up, proposal templates and international service desk.

Mentoring

WONE mentoring system for firms that don't quite meet WONE benchmarks, but have the ambition and ability to improve and grow from being WLA associate to a WLA regional Partner status or get into a more involved relationship.

Collaborations

Whenever there is a request from a member firm, our office supports members by way of building collaboration between firms and helping them go to market in a more joined-up way, utilizing the skills of the larger firms in the region.



**World Law
Alliance**

**WorldONE
Alliance**

Ph.: +91 8505999819
Email: contact@worldonealliance.com

worldlawalliance.com
worldonealliance.com

Disparate, Yet Together.

WE ARE

wone