

ADDLESHAW GODDARD

MORE IMAGINATION MORE IMPACT

TRANSCRIPT

CATHERINE WILLIAMS

At one event two years ago now there was a tap on the shoulder oh Catherine we were talking about you the other day you should come back and I said no don't be silly I'm fine and they so another AG partner Catherine, Catherine why don't you come back and I was like guys I'm fine, I'm fine where I am but actually it was clearly like oh this is nice, this is flattering and I sort of thought that I would always come back, I don't know why I had a feeling that you know I didn't really mean to leave its just life.

So I'm Catherine Williams. I'm a real estate partner in London. I specialise in developments and I co-head the firms living sector which is essentially anything with a better ♦00.00.48.1.

So we went for a lovely breakfast and they told me how the firm had moved on in the 10 years that I'd been away which I knew. You know when I was leaving the firm 10 odd years ago I think we had one international office so obviously now look at us. So they told me a bit about the team, new people in the team and the work that they were doing and how it aligned with my work that I was doing in the living sector and I was really you know really tempted and had the sort of two responses, a response which was a career response which was like wow this is fabulous for my career and then a real emotional response and you know they said things like on come on come home that was naughty wasn't it? But it worked so I thinks its twofold. I think that more imagination, more impact that I mentioned permeates through everything that we do so you know trying to deliver our legal services with imagination and impact. That's actually quite a difficult thing to do and it challenges us every day because we don't just want to do it the way everybody else does it we want to do it differently so I think that's a real differentiator. It can be a curse as well because you're just about to do something and then you test yourself and you think sort of that does not tick that box so it's good, it keeps us really on our toes and I think the other differentiator is the people. The people are just fab, you know we love our jobs, we love our clients, you know we all get along, we make work fun and I think clients like that too.

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