

Approach to innovate, transform and grow services businesses

The ABCDEs for success

April 2020



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To drive and build a firm or business-specific transformation program successfully, the firm leaders may leverage the “ABCDEs for legal success”.

A ssess the state of the market and business, and then determine the “marketplace of the future”;

B uild a vision for the firm’s “business of the future” and develop a plan of action;

C reate a culture of change;

D esign and create innovation;*

E xecute on the plan.

* A toolkit with various tools that can be used for each stage of the innovation process is available



“Because the people who are crazy enough to think they can change the world are the ones who do.”

Steve Jobs

About Idea Innovate Consulting

Idea Innovate Consulting was launched in January 2018, as a boutique strategy consulting firm focused on accelerating growth of Professional, Financial and Legal Services businesses. Nita Sanger is the Chief Executive Officer of Idea Innovate Consulting.

Nita brings over 25+ years of experience in strategy consulting and execution focused on innovating, transforming and growing various global businesses for large and mid-sized firms, and start-ups in the services industry. She has expertise in setting the vision for several cross-functional global businesses, and then defining and executing on the long-term strategy to grow the business. In her previous roles, Nita has mapped out the vision for the future of the market and redefined the business model for the firm or business. Nita focuses on strategies to drive consistent results and ensure exponential growth. She has also assisted businesses to redesign their processes, reduce costs, optimize M&A / post-merger integrations, and drive talent and change management. Nita has established and advised multiple start-ups focused on disrupting the services sector. She brings domain expertise in the application of various technologies to transform the business, i.e. Artificial Intelligence / Cognitive, Internet of Things, Blockchain, Crowd sourcing, Crowd funding, Analytics, etc.

In her previous roles, Nita has worked as the Chief Strategy Officer for a blockchain start-up focused on the legal industry, as the Head of Global Innovation for the Legal & Regulatory business of an information services provider, as a Director of Global Strategy and Innovation at a Big Four focused on financial and professional services, and as a Partner at a boutique consulting firm focused on strategic consulting to the financial services industry.

Nita is passionate about empowering women to succeed in the culturally evolving, tech-enabled market place and in 2019 launched the Global Rise of Women in LegalTech (“GROWL”) initiative to support women in the industry. Nita received her MBA from Columbia Business School and had lived and worked in multiple countries.

