

Member Case Study

MGI Worldwide membership offers a whole range of opportunities, but it is how you use it to your advantage in the local marketplace that counts, says MGI UK & Ireland member Roger Isaacs.

Traditionally, members of MGI Worldwide have thought the best way of getting work is by way of referral from another member, perhaps by one in another country, when there is a whole range of opportunities that MGI Worldwide can provide if members use their membership more actively in the local marketplace.

MGI Worldwide Deputy Chairman and MGI UK & Ireland member Roger Isaacs, of Milsted Langdon LLP, UK, shows how he is capitalising on exciting new initiatives such as the Global Forensic Accountancy Practice Group and public forums like the Global M&A Marketplace when he is talking with local communities and pitching for new work.

Use the Global Practice Groups to win new work

Roger leads the MGI Worldwide Global Forensic Accountancy Practice Group and heads up the forensic and litigations support team at his firm. He has been a licensed insolvency practitioner for nearly 20 years and sees many advantages with leveraging the marketing value of this group.

When a potential new client approaches him to act in regard to a cross border divorce where the couple have assets in different countries, he will not only send a copy of his CV, but he will also point them towards the Global Forensic Accountancy Group microsite on the MGI Worldwide website. He will also reference the particular web page that talks about the specialist expertise, whether that be the web page about cross border divorces, international fraud or arbitration.

"When I and others like me are out in our local communities pitching for new work, there is no better way of making you and your firm look impressive than to point to a website that showcases the relevant expertise and experience," says Roger.

In doing so, he has secured a number of complex cross border cases, including a £600 million turnover commercial valuation with a Bermudan Trust, thanks to a referral from the London office of Mackrell International, a \$100 million "Boiler Room Fraud" case tracing funds through multiple countries across Europe, the UK and USA, as well as other cross border corporate disputes and criminal confiscation cases.

Members can leverage this expertise from each other

"It doesn't necessarily need to be the expertise of the person going out generating the business for your firm that you are promoting, it could be the expertise of one of your fellow members where there is potential to be able to collaborate," Roger says.



Roger Isaacs,
Forensic Partner,
MGI UK & Ireland
member firm, Milsted
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London, UK

"When I was asked to value a business that was owned by a Bermudan trust, I'm sure I only got the opportunity because I had international credentials. Even though I had never worked with a Bermudan trust before, I could show that I had international experience and had access to those with relevant local accountancy knowledge. It was that which created the confidence that led to my being instructed."

Go online and visit:

MGI Global Forensic Accountancy Group microsite
mgiworld.com/globalforensic

MGI Mergers & Acquisitions Group microsite
mgiworld.com/mergersandacquisitions

MGI Mergers & Acquisitions Marketplace Forum
forumma.mgiworld.com

Member Case Study from MGI UK & Ireland

Members can leverage this expertise from each other by using the practice group microsites when talking with local communities and pitching for new work.

The microsites are implemented by MGI Worldwide and provide a platform for members to present their specialist expertise alongside other MGI experts around the world.

Many MGI firms have experience in IFRS (International Financial Reporting), transfer pricing, mergers and acquisitions or non-domiciled high net worth individuals, so for any MGI member that is trying to land a new client, showing that they have the capability to deal with cross border issues related to their specialism helps.

"I appreciate that most members of MGI are general practitioners and not necessarily a specialist in a given field, but the more they can encourage others in their firms to put their profiles up on any one of the practice group microsites, the more I think they will find opportunities to do the same things as I am doing on the forensic front," says Roger.

New M&A Marketplace forum is another example

One of the best ways that almost every MGI firm should be able to use the practice groups is in the M&A Marketplace, which is a public forum set up at the request of the Global Mergers & Acquisitions Practice Group to give global coverage to any clients' merger and acquisition opportunities.

"I can't believe there isn't a single firm in MGI Worldwide that doesn't get asked from time to time from those wishing to either buy or sell a business. The M&A Marketplace gives clients access to a global market of buyers and sellers which can provide a huge advantage to securing the best deal for your client," says Roger.

Advice for members wanting to achieve a similar success

Roger urges other members to get involved in the practice groups and to use them in similar ways across other disciplines.

"I think the practice groups should be seen as a means of encouraging more communication between members, as well as between members and their clients.

"The more we talk about opportunities, the more we look technically impressive, and the more quality work we are likely to get."

Most importantly, he stressed the importance of firms always considering the international angle when talking with local communities and pitching for new work, as this can lead to further opportunities.

International work tends to be both lucrative and interesting and there is an argument that those firms that are struggling to recruit may find it easier to get the right staff if they have more interesting, better paid work on offer. Quality staff are more attracted to better quality work; it is a virtuous circle.

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Roger Isaacs, Forensic Partner, MGI UK & Ireland member firm, Milsted Langdon LLP, London, UK

MGI Worldwide would like to thank:



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Milsted Langdon LLP is a member of MGI UK & Ireland with office locations in London, Bath, Bristol, Taunton and Yeovil, UK.

Get in touch

If you are interested in learning more about the MGI Worldwide practice groups or would like to explore the possibilities of setting one up, please contact your Area Coordinator or our MGI Worldwide International Marketing Director at maxine.brock@mgiworld.com.

You can visit the Global Forensic Accountancy Group microsite at mgiworld.com/globalforensic and sign up and visit the Global M&A Marketplace at forumma.mgiworld.com



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