

Business Law
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Tax Law
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Competition Law
Insolvency and Recovery of Assets
Intellectual Property

Integrity PERSONALISED
INNOVATION Individuality
CREATIVE DYNAMIC
Adaptability



Law Firms: Profile – Cox Yeats attorneys

Cox Yeats leads in personalised expertise

► **Cheryl Kirsten, CK Dynamics**

Cox Yeats may have celebrated its 50th anniversary last year, but the firm's fresh, innovative approach continues to keep it youthful and relevant. Having recently achieved its third PMR.africa Diamond Arrow Award for the Best Small Law Firm in South Africa, Cox Yeats' story bears testimony to the power of solid foundations, a compelling vision and passionate people.

When Graham Cox launched his law firm in 1964, he founded it on two core principles: integrity and individual care for clients. By the time the firm became Cox Yeats a few years later, these principles were part of its DNA – and they continue to drive its ethos and strategy.

The last five years have brought much change in the legal and business landscape, while technology has forever changed the way professionals practice. Recognising the twin need to adapt and remain in touch with client needs, Cox Yeats has expanded strategically in key areas, attracting some of the best legal minds. Winning a PMR.africa award in 2007 and 2011 respectively assured the firm that its strategy was working, and that its number one priority – the client – was being well looked after.

The Cox Yeats of today is larger than it's ever been, enabling it to serve a number of major companies across KZN and South Africa, but it remains rooted in its founding principles. "As a result we can offer our clients the benefit of significant resources and intellectual capacity, coupled with the personalised service and attention of

a small firm," says Managing Partner, Michael Jackson.

"The way we do this is by working in specialised teams made up of talented, dynamic professionals who connect directly with their clients, and who are also able to draw on other teams' expertise to offer holistic solutions and advice. This kind of attention to detail and vibrant cross-pollination is what makes us a true 'life partner' to our clients."

The team-based approach, coupled with a policy of remunerating young professionals based on performance, has reduced barriers to accelerated professional growth and enhanced expertise within the firm.

"We value our people so that they can value and serve our clients as they deserve. That's why we place our young professionals in teams that bring out their individual strengths; why we promote their involvement in extracurricular activities to maintain a healthy work-life balance; and why we encourage them to do community service and pro bono work," says Jackson.

For Jackson, who was appointed as managing partner in 2011, the firm's

founding principles are as relevant as ever. "It has always been the intention to keep Cox Yeats an independent firm and to operate as a caring, professional practice rather than a business. We aim to provide appropriate strategic counsel based on clients' needs rather than commoditised solutions. And we can do this because we have the right mix of experience, knowledge and energy. Our rich history and the listed expertise of our senior partners have created the platform for a new, young, energetic Cox Yeats which is ready to embrace an exciting future," says Jackson.

Cox Yeats provides legal solutions across a wide range of industry areas and disciplines including commercial, construction, property, maritime, labour, insolvency and mining & minerals law and litigation.

The Cox Yeats professionals can be contacted on Tel: 031 – 536 8500. Further details are available on their website : www.coxyeats.co.za.

WINNER OF THE 2014 PMR.africa DIAMOND ARROW AWARD FOR TOP SMALL LAW FIRM IN SA ▲