

Showcasing KZN's LEADING LAW FIRMS

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GROWTH IN THE MIDST OF CHALLENGE

THE year 2020 was difficult and challenging for all industries, and is one that will go down in the history books.

Two short months into the year, life as we knew it was altered by the Covid-19 pandemic. With the national lockdown, businesses had to quickly adapt to a new way of operating.

As a firm, Cox Yeats was able to pivot and adapt to match the changing environment and clients' needs by smoothly transitioning to having everyone fully set up to work remotely from home from the outset. Professionals were also able to work from the office when necessary and so remained fully available to clients. The firm was determined to remain agile in the face of adversity to ensure it continued to deliver a personalised and expert service to its clients.

In addition, the law firm has a clear and compelling purpose: "To make a positive difference in this world through consistently being the most dynamic and innovative law firm that offers highly personalised expertise."

Despite the negative impacts of Covid-19 during 2020, Cox Yeats experienced several achievements and positives to take into 2021. The firm was able to go ahead with the planned expansion of its national footprint with the opening of an office in Sandton, Johannesburg, and welcomed several new partners and associates to its teams.

Cox Yeats saw the lockdown as a further opportunity to continue improvements to its technology. The firm encouraged new ways of working and connecting with its people, and as a priority, ensuring



Andrew Clark

that excellence in client service was maintained.

The principles of hard work and commitment – coupled with young and energetic attorneys who pride themselves on their individuality, innovation and competitiveness; characteristics that are tempered by the experience of long-standing professionals – will enable Cox Yeats to embrace our fast-changing and challenging world with enthusiasm and excellence, and give its clients the best possible legal advantage.

Cox Yeats is consistently rated as one of South Africa's top law firms in the annual PMR.africa national survey – and 2020 was no different. It ended with the firm being awarded a Diamond Arrow Award, for the fourth consecutive year, as the top-rated law firm in South Africa in the Medium-Sized Law Firms category. The firm was also awarded a



Michael Jackson

Diamond Arrow Award in the PMR.africa provincial survey as the top law firm in the province by corporate business. Cox Yeats is honoured and humbled to have received this award, and believes it owes this recognition to its clients and the commitment of its professionals and support staff.

In addition to these accolades, 10 of the firm's senior attorneys were ranked by the legal publication *Best Lawyers* as leaders in their fields, which is a compelling indication of the high calibre of legal professionals who are part of this growing firm.

While most businesses were expecting to return to work at the start of the new year, 2021 began with ongoing restrictions.

To ensure Cox Yeats continued to protect and care for its people – its greatest assets – while providing a seamless service to clients, the firm

continued working remotely, with its professionals on call when required.

Significantly, Cox Yeats continues to attract and retain the top talents as they enter the profession. January 2021 brought about the appointment of eight new professionals, comprising one associate and seven candidate attorneys. This steady growth in skills and expertise is necessary to provide clients with the level of services needed. Being part of a firm where every individual is encouraged to reach their potential is one of Cox Yeats' most appealing offerings.

In addition, Cox Yeats is delighted to advise that Andrew Clark has agreed to accept the appointment as the firm's new managing partner. "Importantly, he has the unanimous support of all the partners. I am confident that, under his leadership, the firm will continue to grow and prosper," says Michael Jackson, the outgoing managing partner.

After 10 successful years of leading the firm, Jackson will still be on hand to provide foundational support as well as to continue with the financial management of the firm.

"I am very excited about the new challenge of being the firm's managing partner," commented Clark. "I am fortunate to be surrounded by a fantastic group of partners, all of whom are excellent lawyers in their own right, and a core group of senior partners who will continue to play an important role in both the management and strategic direction of the firm going forward. Our intention is to take the firm from strength to strength," concluded Clark.

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