

Ashima Chock

**Wielding International Legal Prowess To
Make a Meaningful Difference In The
Legal Landscape**



Ashima Chock
Partner
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In 2024, the legal landscape is marked by the expertise of world-leading legal professionals who have significantly contributed to the field. These experts deeply understand global legal intricacies and have played pivotal roles in shaping legal frameworks. They continue to impact and influence how we perceive and navigate the legal realm globally.

Ashima Chock, a Partner at Chugh, LLP, is a dynamic and seasoned legal expert with a wealth of experience. Having traversed through the legal landscapes of India, the United Kingdom, and the United States, she proudly holds licenses in all three jurisdictions. But what sparked this journey? It all started during Ashima's school days when her mother, a dedicated teacher, struggled for fair compensation.

The school, neglecting its responsibility, left its teachers without salaries and pensions. Faced with this injustice, the educators collectively filed a

lawsuit. However, the appointed lawyer failed to present the case effectively. Witnessing this lapse, the seasoned legal expert couldn't help but think she could do better.

Motivated to advocate for justice, Ashima decided to pursue law. Recognizing the need for more competent legal representation, she embarked on a journey that has taken her across continents, driven by a commitment to making a meaningful difference in the legal landscape.

Inception and Challenges, Additional Responsibilities

Navneet Chugh (Managing Partner and Founder) noticed the need for Chugh, LLP, when he saw a growing demand for legal services in the South Asian community, especially in the United States. The challenges he faced in creating the firm's offerings included building a network, dealing with regulatory requirements, understanding different cultures, navigating competition, and managing resources. Despite these obstacles, the hard-working leader successfully established Chugh, LLP as a leading legal firm with offices in the United States and internationally.

As the legal leader, Navneet takes on additional responsibilities beyond the usual CEO duties. These include overseeing legal strategy and compliance, managing client relations and business development, ensuring quality control and professional standards, providing leadership and mentorship, and actively engaging in community outreach and advocacy. He also plays a crucial part in guiding the organization's legal aspects while contributing to its overall growth and positive impact on the community.

Comprehensive Services

Chugh takes pride in being a full-service law firm and CPA practice. Its overarching vision is to serve as a single destination for all your legal and tax needs, extending its expertise not only in the United States

Valuable Advice

As a professional legal expert, Ashima shares valuable advice:

“ **Believe
in yourself,
have a can-do
attitude and
sunrise faith!** ”

but also across various countries.

The firm's commitment lies in offering a seamless blend of legal and tax services, ensuring its clients find everything they need under one roof. With a focus on simplicity, professionalism, and a global perspective, Chugh, LLP aims to be your trusted partner in navigating the intricacies of legal and financial landscapes.

Fostering Team Motivation

According to Ashima, Chugh, LLP prioritizes an open culture that thrives on continuous learning and collaborative teamwork. The firm believes in providing flexibility, freedom, and ample opportunities for personal and professional growth. This approach defines its work culture and serves as a cornerstone for keeping its team motivated, especially in these current times.

Navigating Challenges

Whether dealing with a demanding client or facing a significant workplace crisis, these experiences provide valuable insights into one's ability to handle pressure and find effective solutions. Ashima shares one instance where she had to deal with a client who was insistent on being questioned during a trial. Despite the client's strong desire, she foresaw that his testimony might not contribute positively. As it turned out, her judgment was accurate, and the client's participation as a witness would have been detrimental to her case.

While Ashima wouldn't categorize her work situation as a significant crisis, she has encountered moments that pushed her to grow. One such instance unfolded on the night before a trial. Despite finding herself in the emergency room, the seasoned legal expert managed to attend the court proceedings the next day, determined and connected to IV drips. This experience highlighted her commitment to fulfilling professional responsibilities even in challenging circumstances.

Respect for All: The Cornerstone of Leadership

In leading others, Ashima's approach centers around a deep respect for everyone involved. She believes that fostering an environment of respect creates a foundation for effective collaboration and a positive work culture. This respectful attitude extends not only to those in leadership positions but to every team member, recognizing the value each person brings to the table.

A key element of her success mantra is a commitment to delivering a good-quality service. This commitment not only strengthens the team's performance but also builds trust with clients and stakeholders. By combining a culture of respect with a focus on delivering high-quality service, she aims to create a leadership style that values people and consistently achieves success in her endeavors.

Key Milestones

In 2024, Chugh, LLP has outlined key milestones to drive its growth and enhance client satisfaction. The next six months to a year will see strategic initiatives in various areas:

- Invest in technology to streamline its processes, improve efficiency, and enhance client service delivery.
- Expand its service offerings to meet the evolving needs of its clients.
- Expand its services internationally. Establish partnerships with firms in other countries.
- Invest in talent development and succession planning to ensure a pipeline of skilled professionals for the future.
- Stay abreast of changes in laws, regulations, and professional standards governing its industry.

Continuous Learning through CLEs and Reading

In the dynamic field of law, staying updated is crucial. To ensure Ashima remains well-informed, she regularly attends Continuing Legal Education (CLE) sessions. Additionally, she dedicates time to reading relevant materials, including updated statutes, cases, and legal publications. **IZ**

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**Nothing is
permanent
and everything
can be learnt!**
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Navneet Chugh
Managing Partner & Founder
Chugh, LLP