

The MPF 2017 Leadership Conference

May 3-4, 2017

Capital City Club • Atlanta, Georgia, USA

LEADING YOUR FIRM IN A CHANGING WORLD

Building a “Firm-First Culture” and Achieving
“Generational Synergy” in a Rapidly Evolving Market





Managing Partner Forum[®]

ADVANCING THE BUSINESS OF LAW

Audience Polling Technology

- 81 managing partners and firm leaders
- Leading firms ranging in size from 3 - 500 lawyers
- From 28 states, DC, Canada and Puerto Rico
- 39 firm leaders have been here before



Audience Polling Technology

- Completely anonymous
- Eight seconds to provide your answer
- Results are instant
- PDF will be sent early next week
- Your questions at lunchtime



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Panel Discussion

featuring Audience Polling Technology

- *Moderators*

Terry M. Isner - Jaffe

John Remsen, Jr. - The RemsenGroup

- *Panelists*

Sherry Cushman - Cushman & Wakefield

Susan Saltonstall Duncan - Rainmaking Oasis

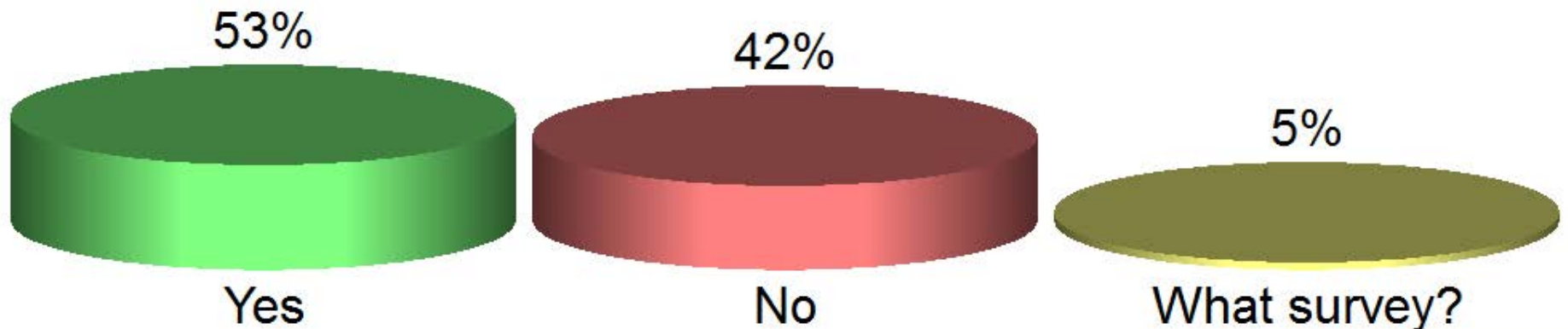
Larry Richard - LawyerBrain, LLC

Gary Swisher - Clark Partington, ALA



Test Question: Did you participate in The MPF 2017 Leadership & Governance Survey?

- 1. Yes
- 2. No
- 3. What survey?

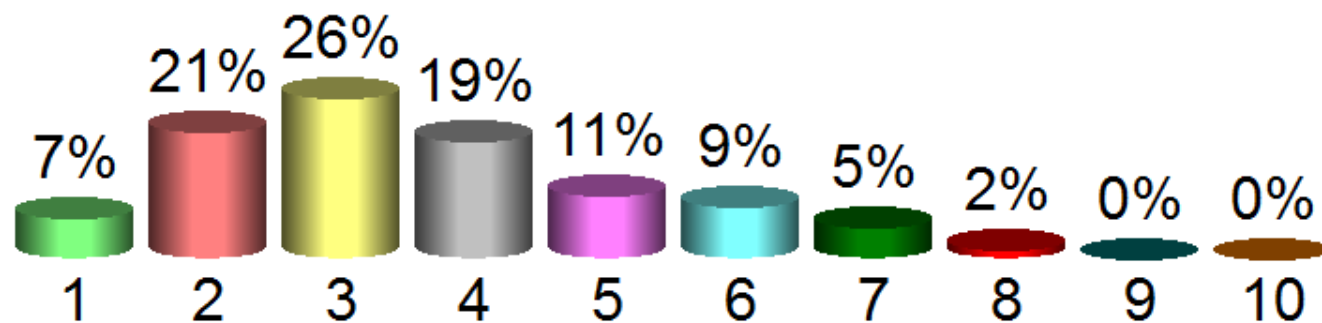




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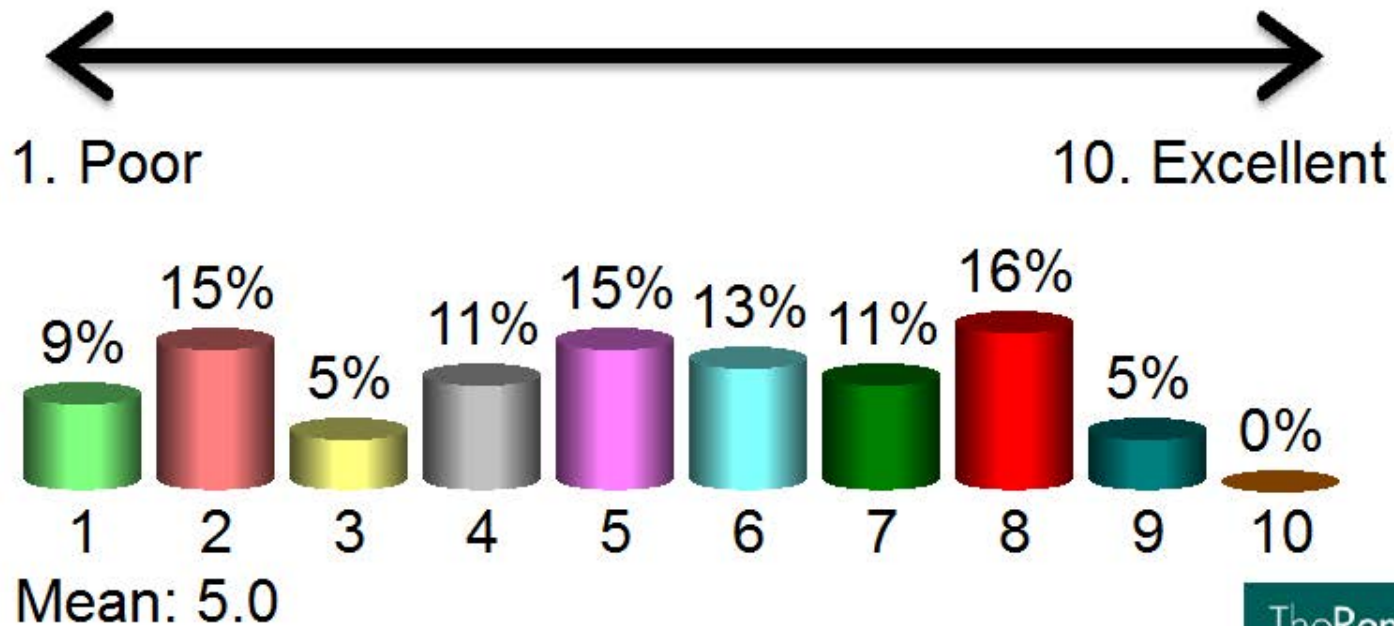
When it comes to “Legacy” and “Collection of Sole Practitioners,” where would you place your firm on a 1-10 continuum?



Mean: 3.6



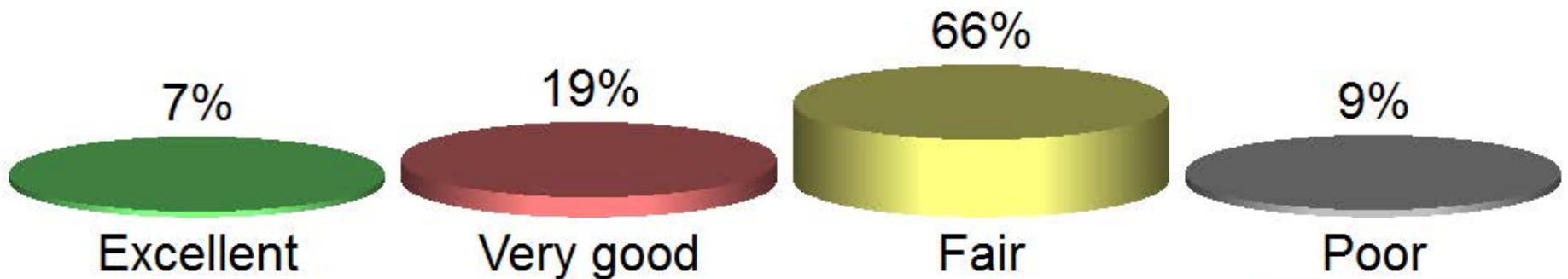
Generally, how is your firm doing with succession planning issues?





Is your firm doing a good job identifying and grooming its future leaders?

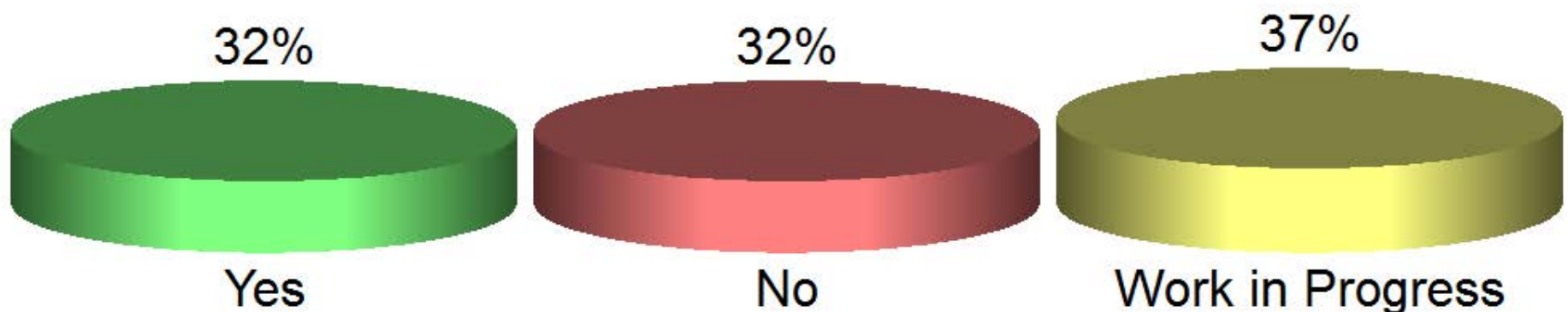
1. Excellent
2. Very good
3. Fair
4. Poor





Does your firm provide leadership training and development for its lawyers?

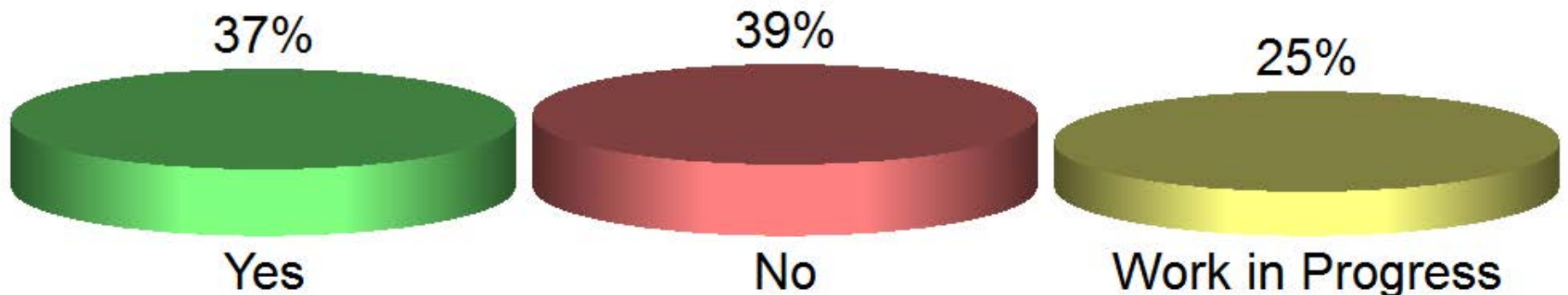
1. Yes
2. No
3. Work in Progress





Does your firm provide marketing and business development training for its lawyers?

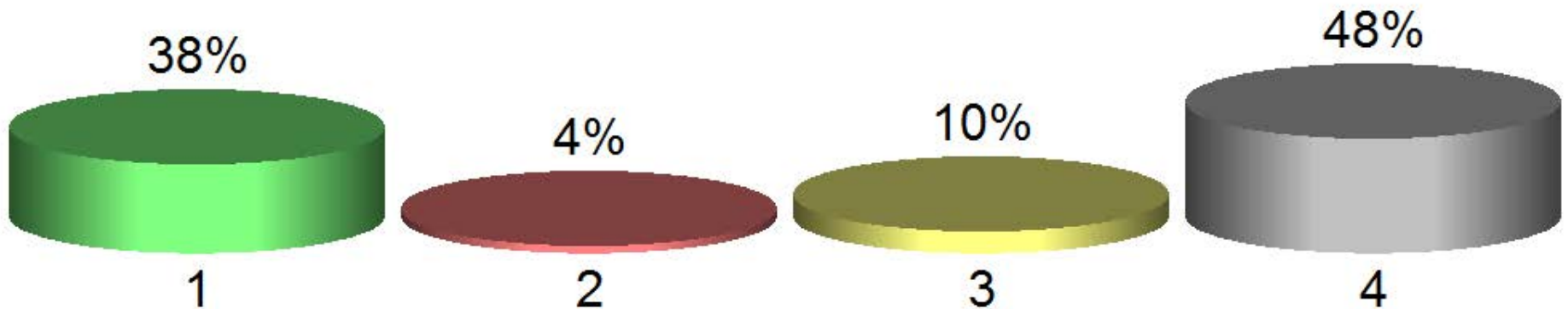
1. Yes
2. No
3. Work in Progress





Does your firm require individual business/marketing plans?

1. Yes, for both partners and associates
2. Yes, for partners only
3. Yes, for associates only
4. No



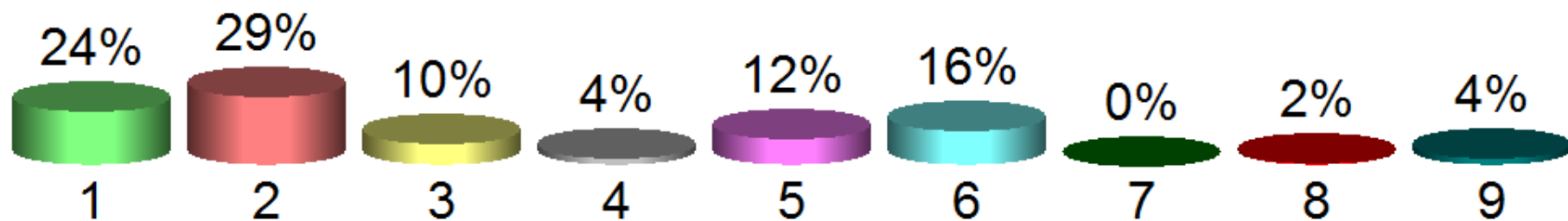


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From the list below, which tactic has been most effective to improve profitability over the past two years?

- | | |
|--|---|
| 1. Raise rates | 5. Reduce expenses |
| 2. Increase lawyer productivity | 6. Build more profitable practice areas |
| 3. Improve billing/collections practices | 7. Reduce the number of equity partners |
| 4. Improve process/procedures | 8. Hire laterals with books of business |
| | 9. Other |

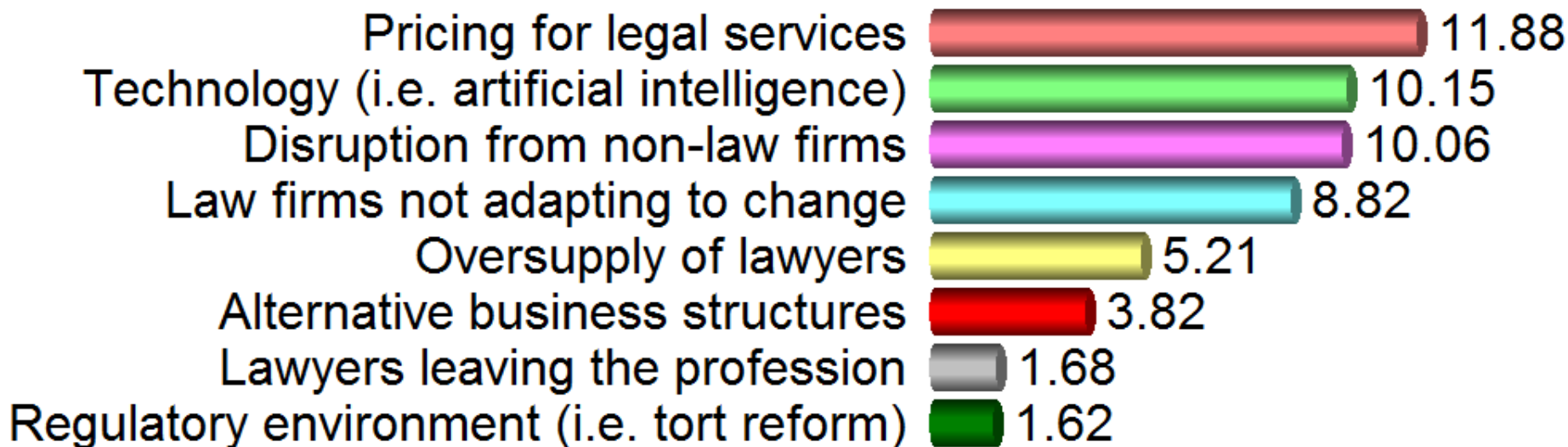




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From the list below, what do you think are the top three issues that will have the greatest impact on the legal industry over the next ten years?



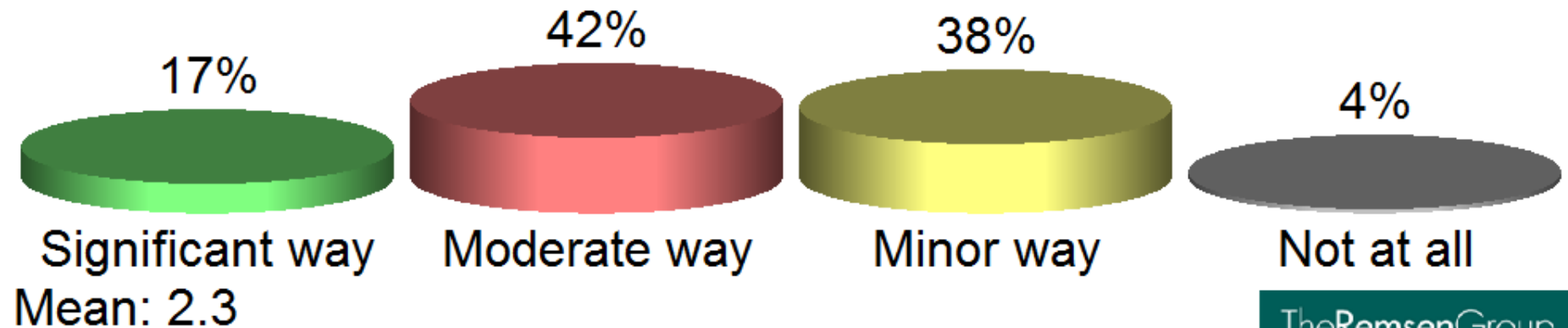
Keynote 11 - Rank Order

TheRemsenGroup



To what extent has your firm's operations changed in light of disruptive changes taking place in the legal profession?

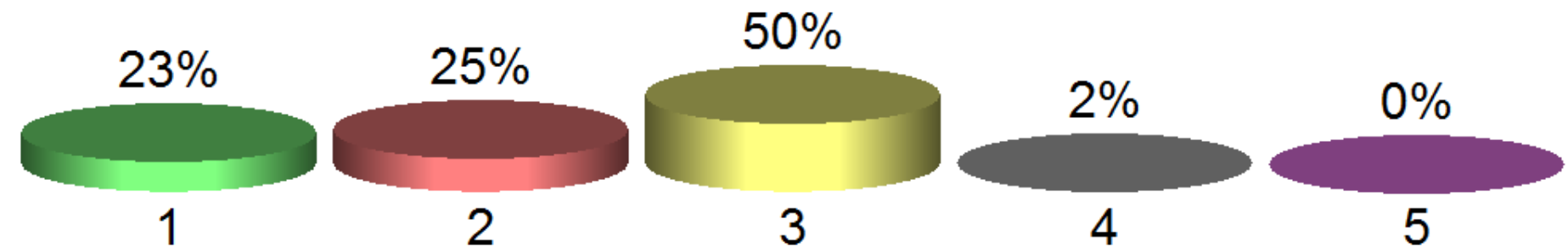
1. Significant way
2. Moderate way
3. Minor way
4. Not at all





Has your firm made any changes to its governance model in the last five years?

1. Significantly more structure
2. Somewhat more structure
3. About the same
4. Somewhat less structure
5. Significantly less structure



1

2

3

4

5

Mean: 2.3

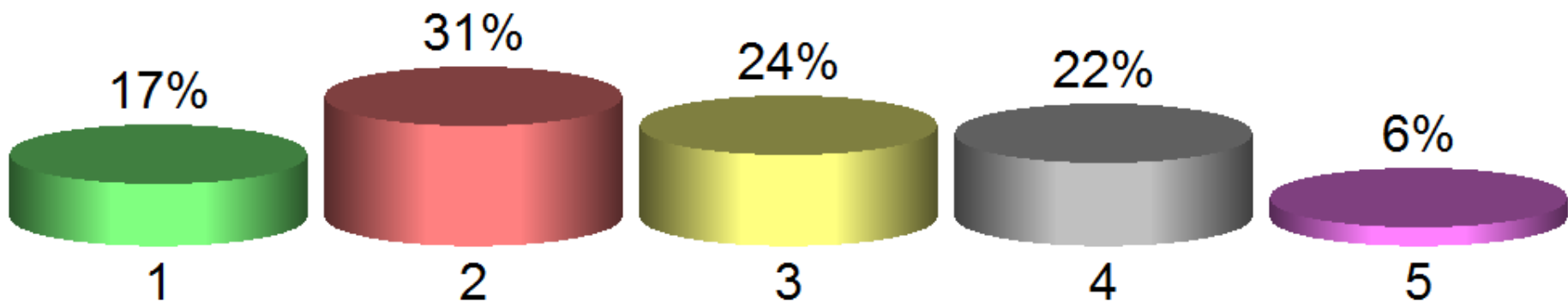


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How has your firm performed financially so far in 2017?

1. Much better than expected. An excellent year so far.
2. Somewhat better than expected. Solid, relatively good year.
3. About what we expected. We're doing OK.
4. Somewhat disappointing. Not where we want to be.
5. Very disappointing. Not good at all.





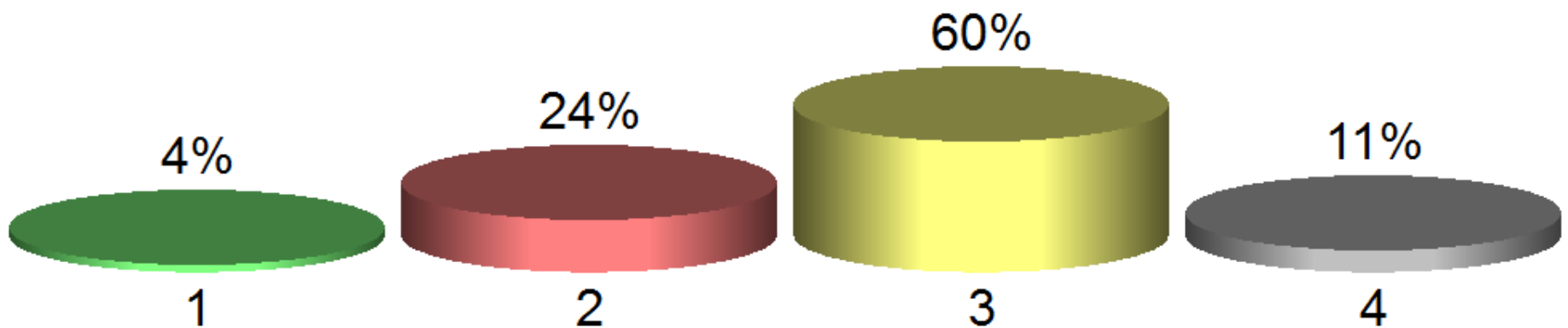
Which of the following “well-being” programs described by Jonathan does your firm currently provide?





Does your firm encourage its lawyers to work remotely?

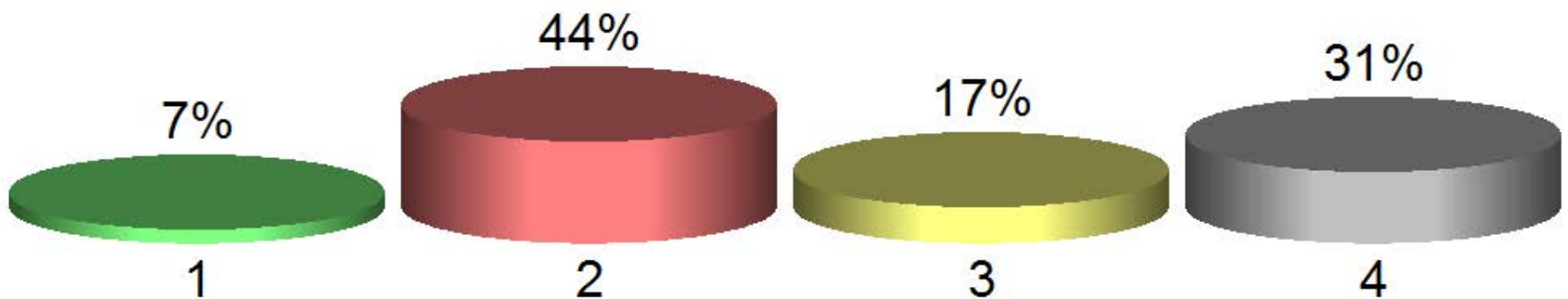
1. Yes. We enthusiastically encourage it.
2. Yes. More of our lawyers are working remotely.
3. On occasion. It's the exception, not the rule.
4. No. We want face-time.





At present, does your firm regularly conduct client feedback interviews?

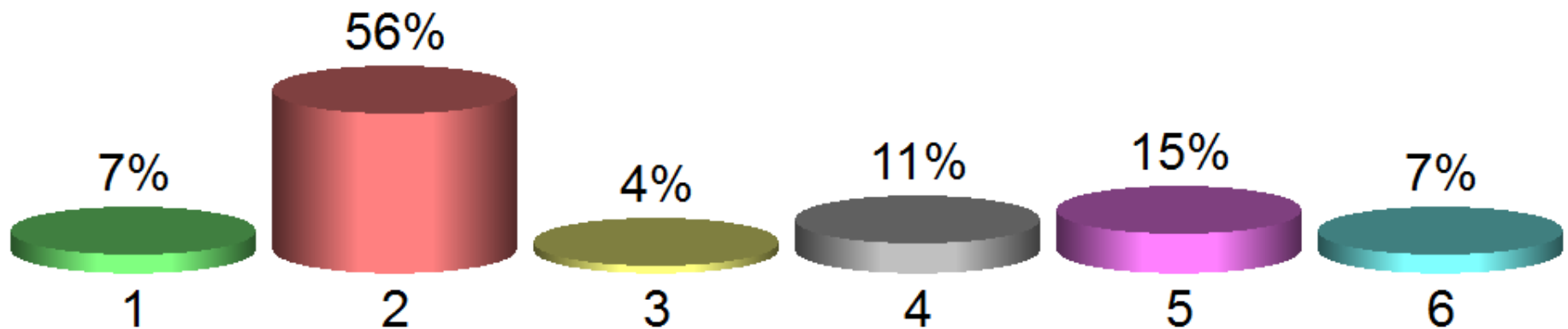
1. Yes
2. Hit or Miss
3. Not in recent years
4. Never





How is your firm addressing chronically underperforming equity partners?

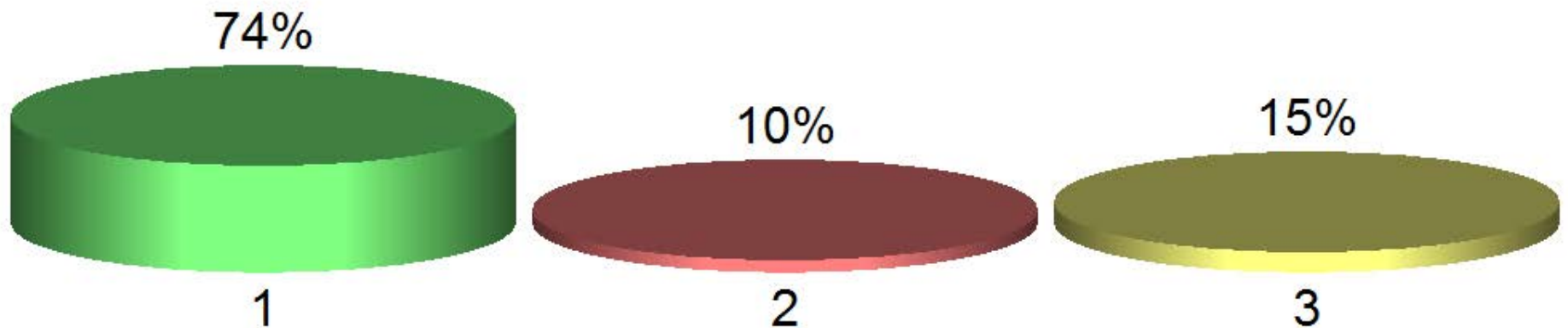
- | | |
|----------------------------|---------------------------------------|
| 1. Lower performance goals | 4. De-equitize, if it gets bad enough |
| 2. Adjust compensation | 5. We're not addressing it |
| 3. Coaching and counseling | 6. No underperformers |





Does your firm currently have a non-lawyer firm administrator?

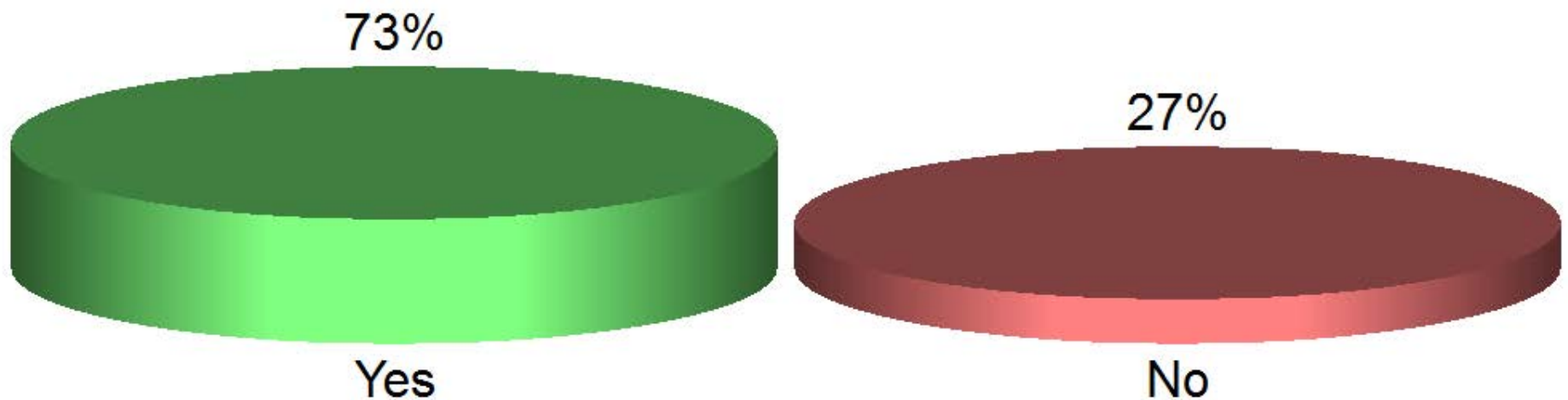
1. Yes
2. No, but we are thinking about it
3. No





Are lock-step raises for associates becoming out of favor?

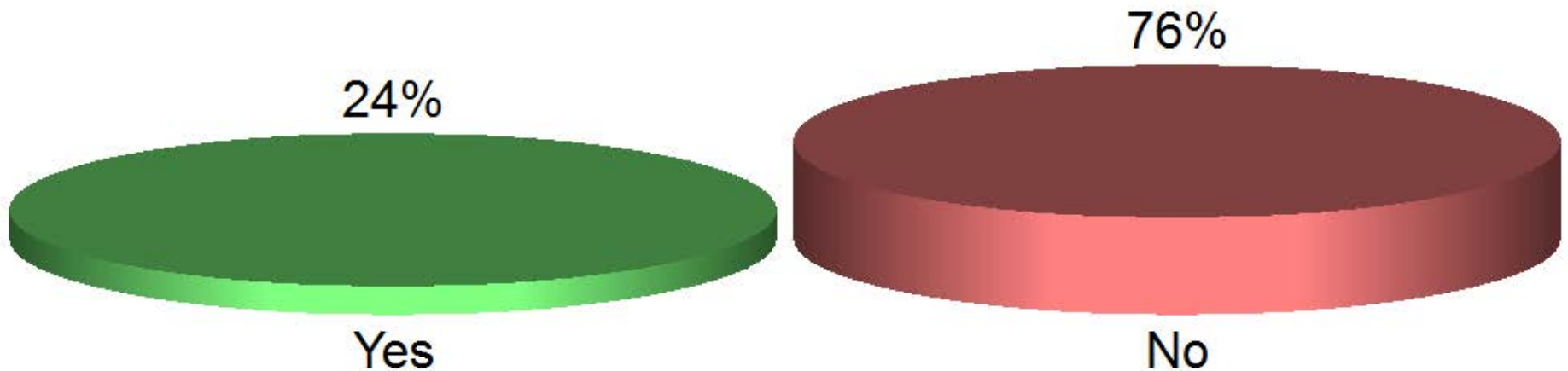
1. Yes
2. No





Does your firm conduct an annual Employee Engagement survey?

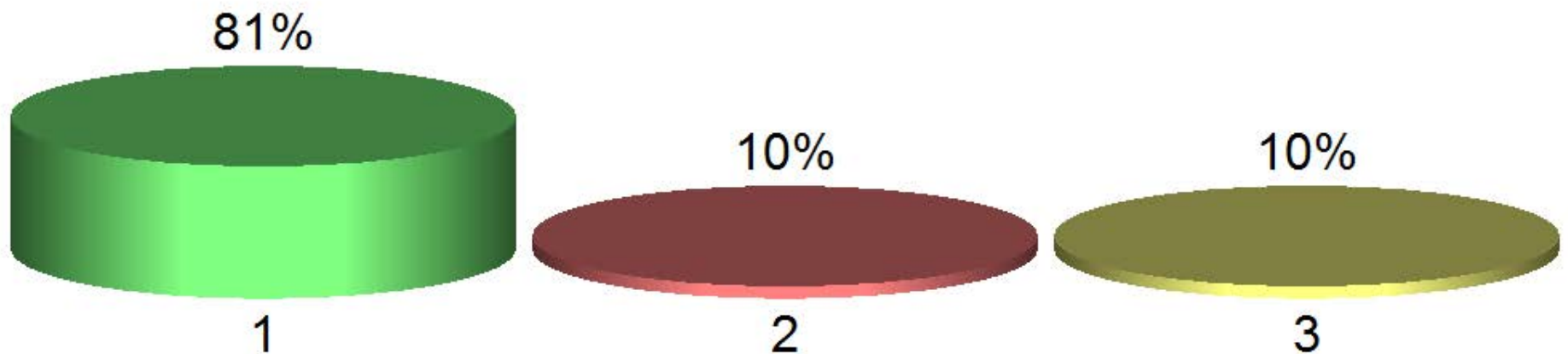
1. Yes
2. No





Are you using social media to promote your law firm?

1. Yes
2. No, but we are thinking about it
3. No





If you are using social media to promote your firm, which of these platforms has been most effective?

- | | |
|--------------|--------------|
| 1. Facebook | 4. Snapchat |
| 2. Twitter | 5. Pinterest |
| 3. Instagram | 6. LinkedIn |

