



**The MPF 2016 Leadership Conference**

May 4-5, 2016 ♦ Atlanta, Georgia

**BUILDING  
FOR THE FUTURE**

The courage to invest in your clients,  
your people and your law firm



**Managing Partner Forum<sup>®</sup>**

ADVANCING THE BUSINESS OF LAW



## Audience Polling Technology

- 86 managing partners and firm leaders
- Firms ranging in size from 6-600 lawyers
- From 28 states (USA), Canada, Nicaragua and USVI
- 40% have participated before



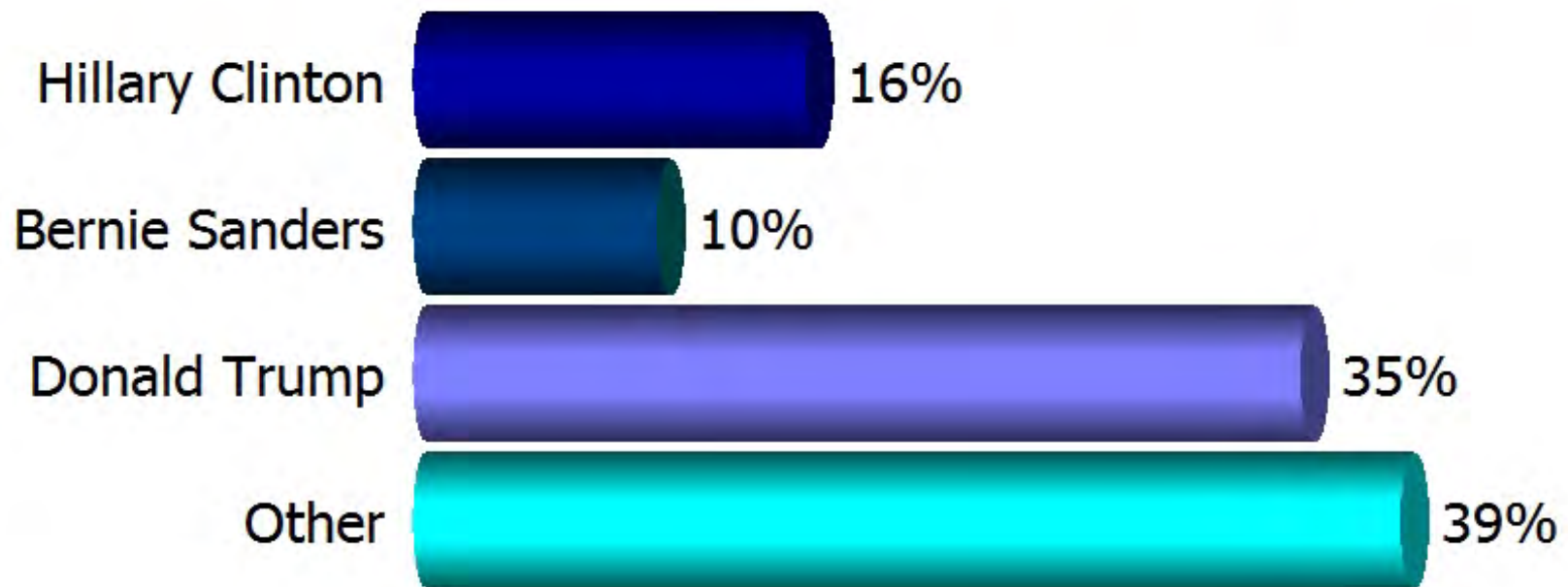


## Panel Discussion

- *Moderators*  
Terry M. Isner, Jaffe  
John Remsen, Jr., TheRemsenGroup
- *Panelists*  
Sherry Cushman, Cushman & Wakefield  
Dr. Larry Richard, LawyerBrain LLC  
Gerry Riskin, Edge International  
Brent Turner, Thomson Reuters  
Robert A. Young, Esq., English Lucas Priest Owsley, LLP

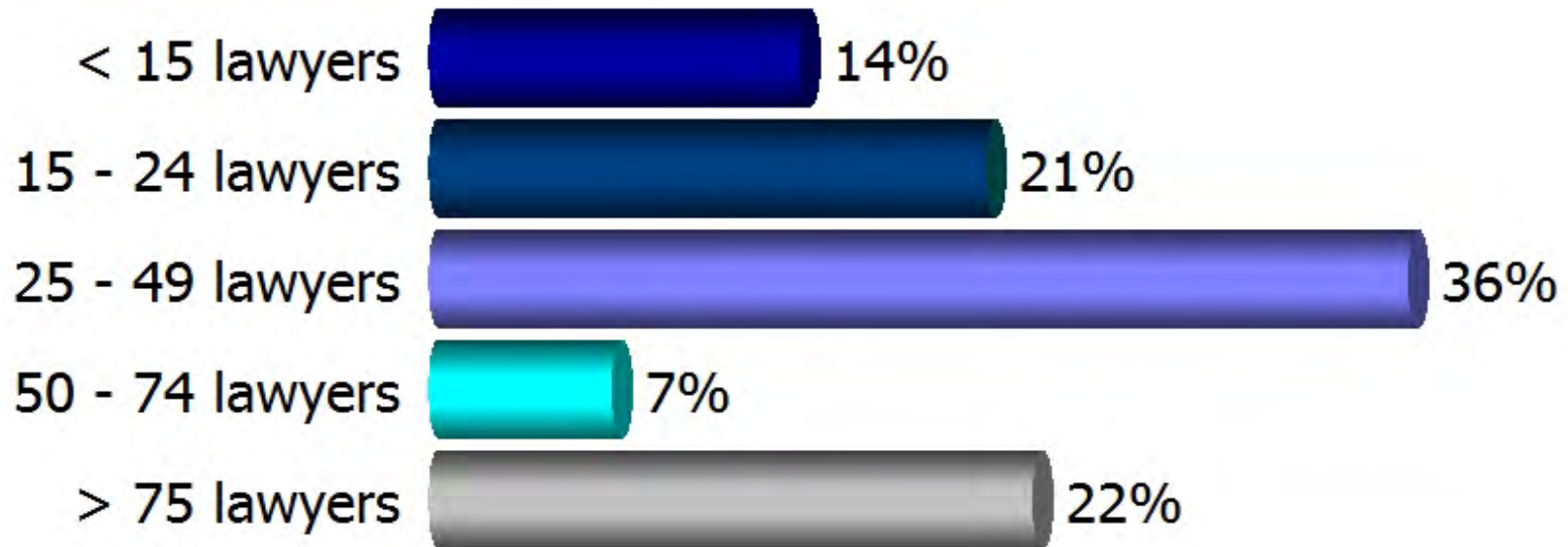


## Who do you support for President of the United States?





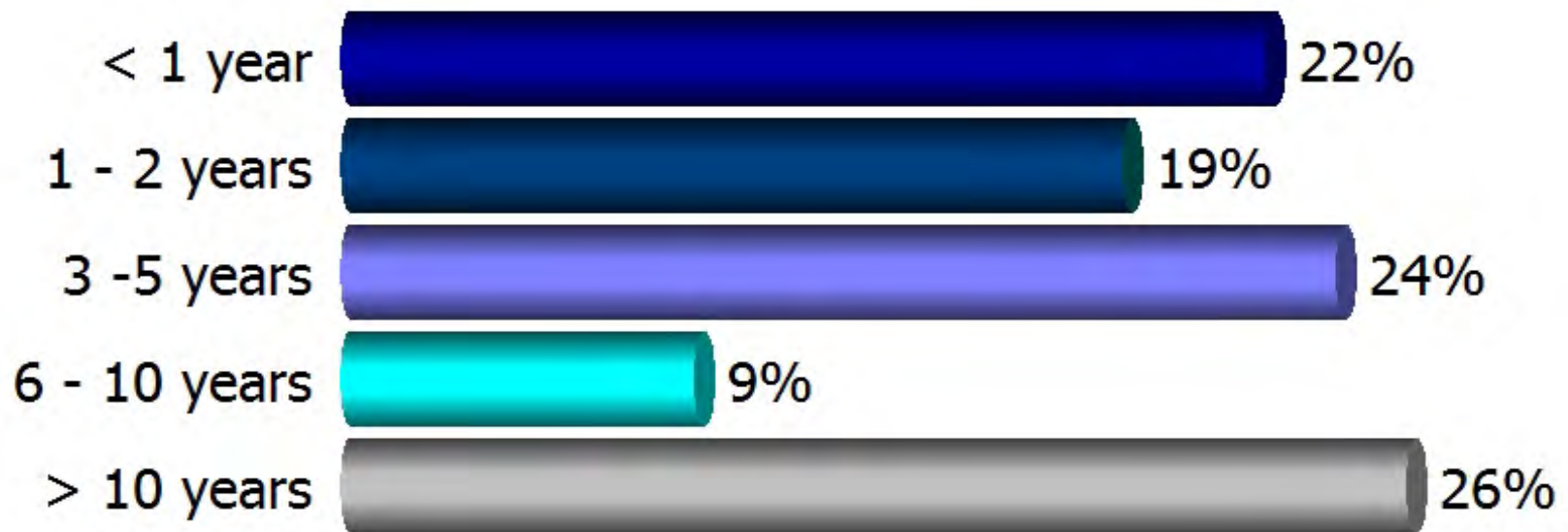
How many lawyers do you have at your firm?





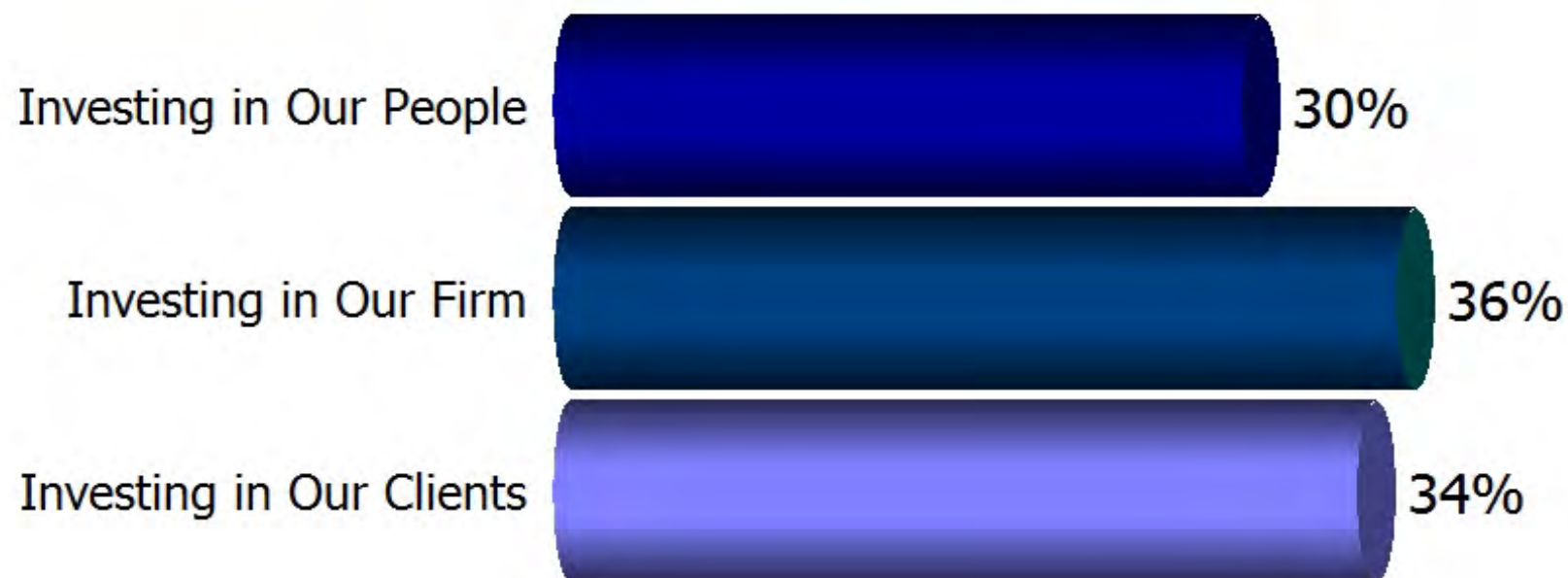


How long have you served as your firm's managing partner?



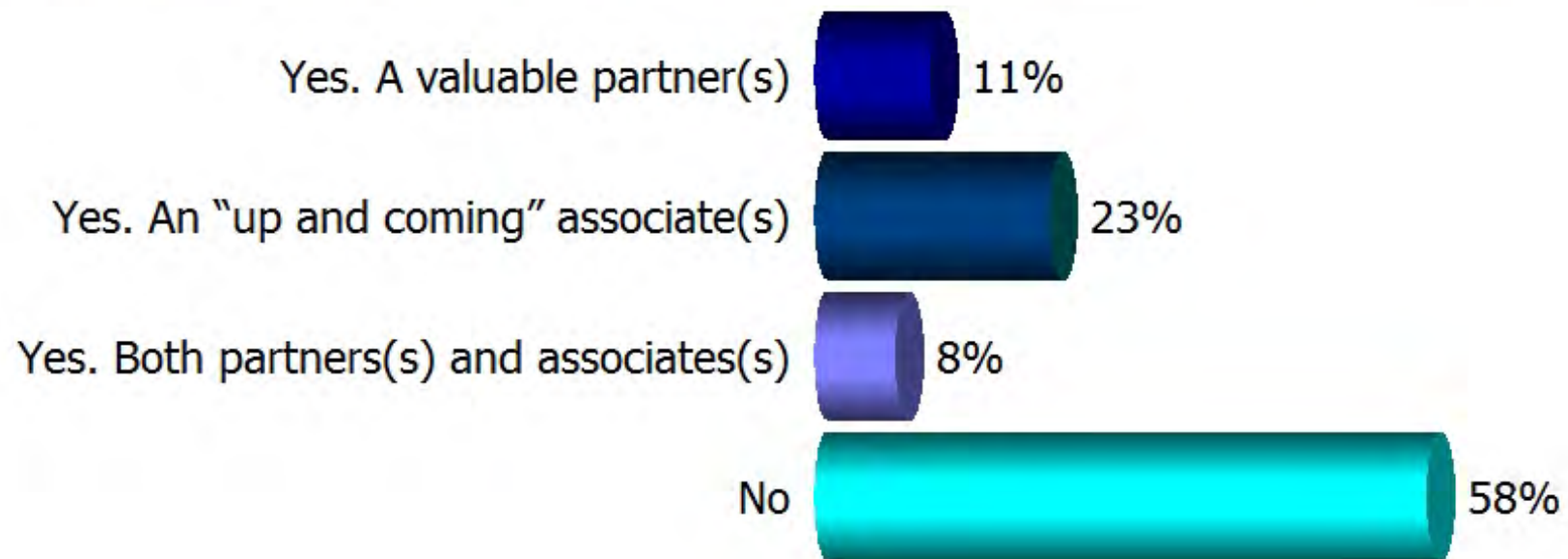


## In which area are your firm's most significant challenges?





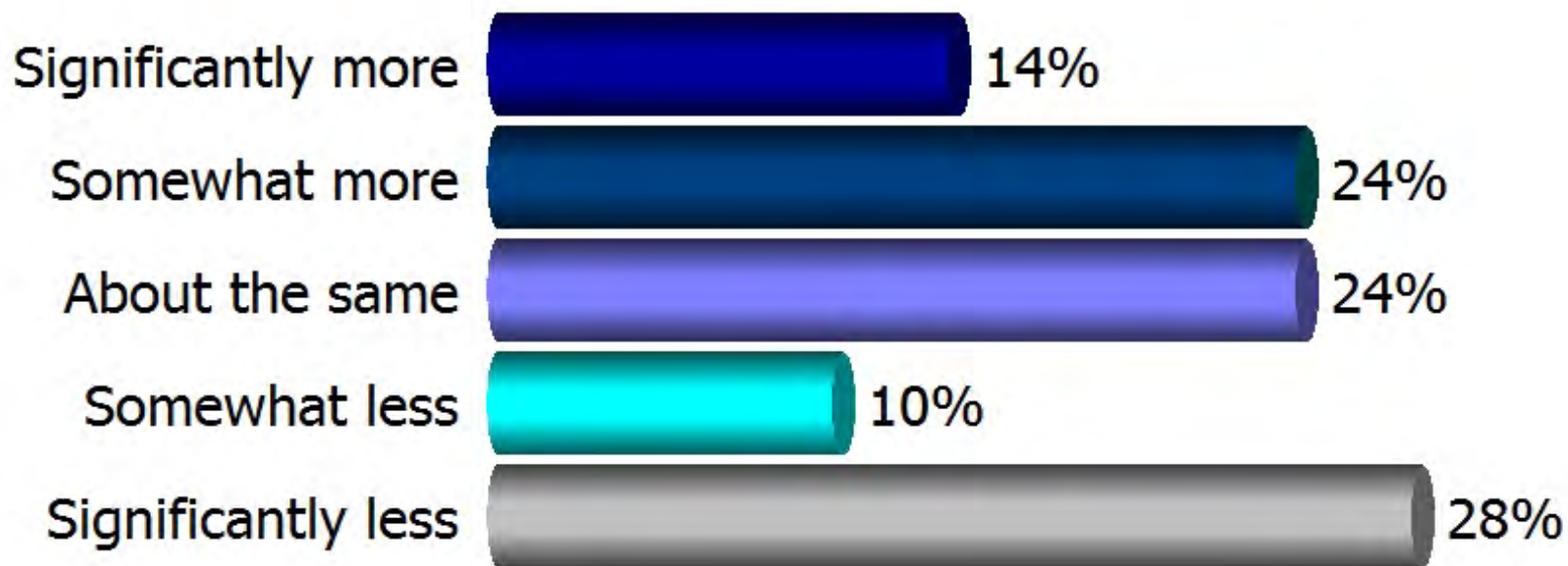
Has your firm lost a partner or associate that you're sorry to see go in the last six months?







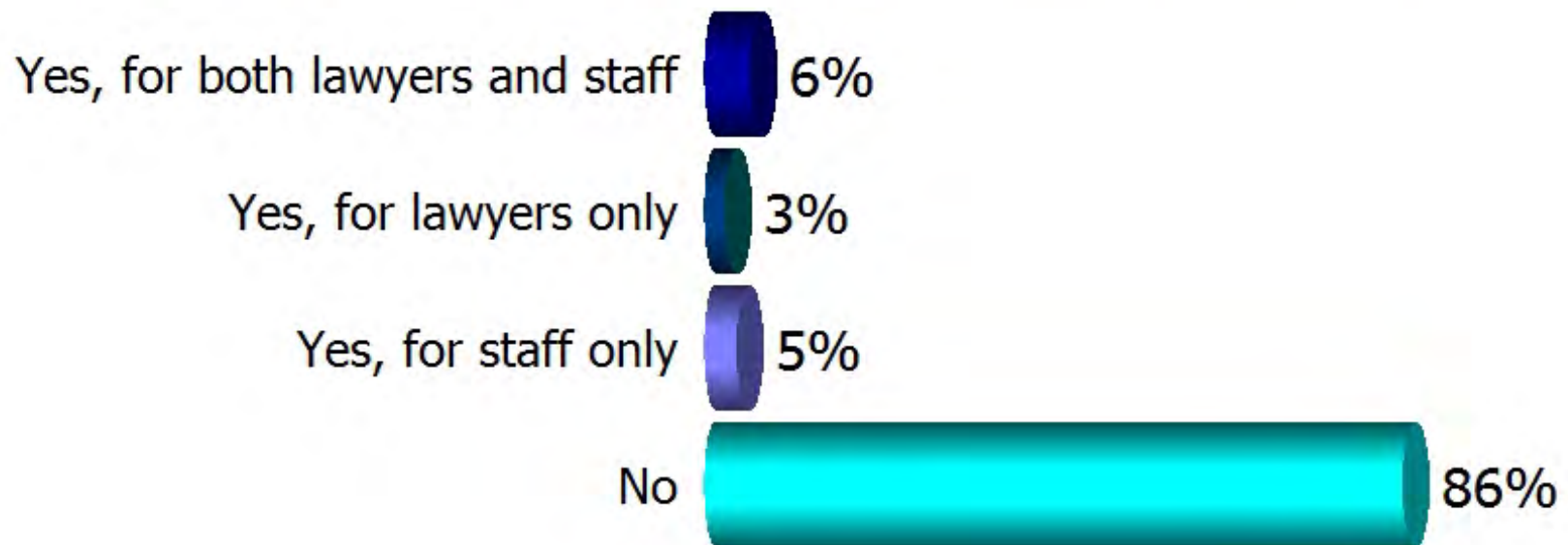
Compared to five years ago, what is the likelihood that your best lawyers may leave the firm?



Mean: 3.1

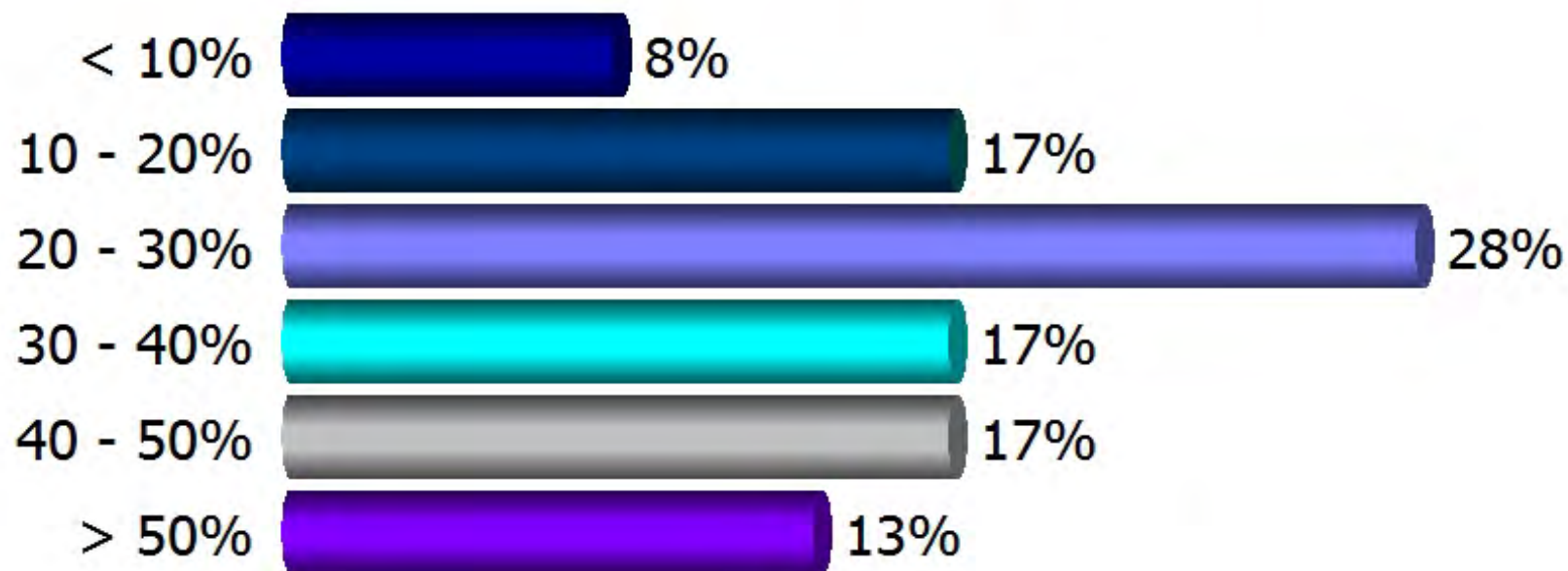


Does your firm use psychological assessment tools as part of its hiring and recruiting process?





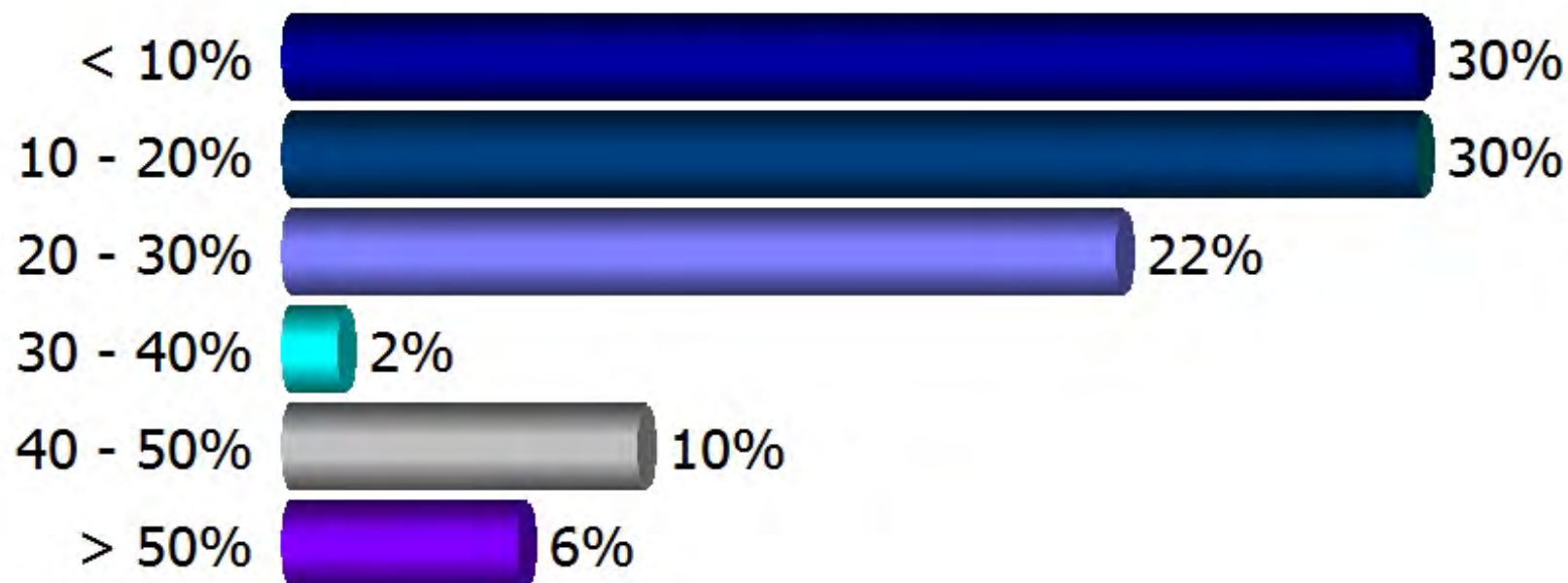
What percentage of your firm's lawyers are women?







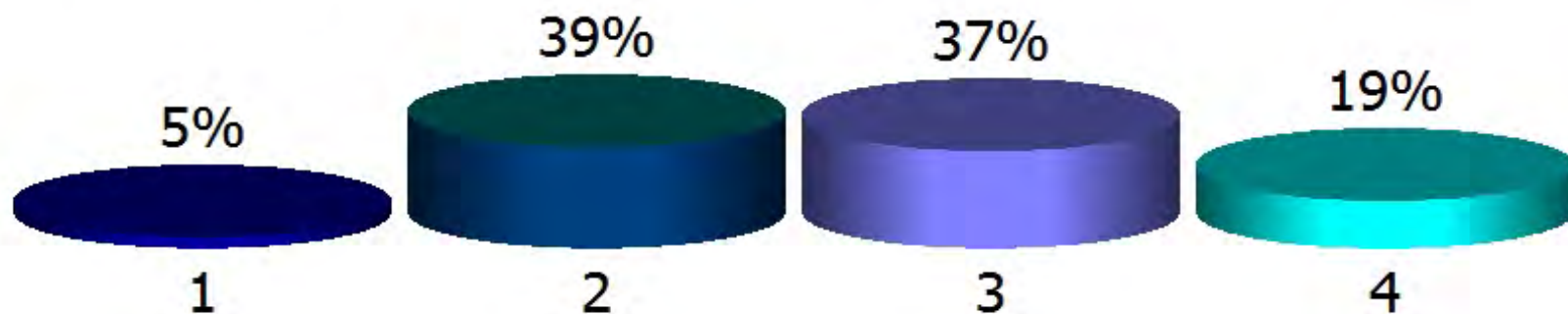
What percentage of your firm's equity partners are women?





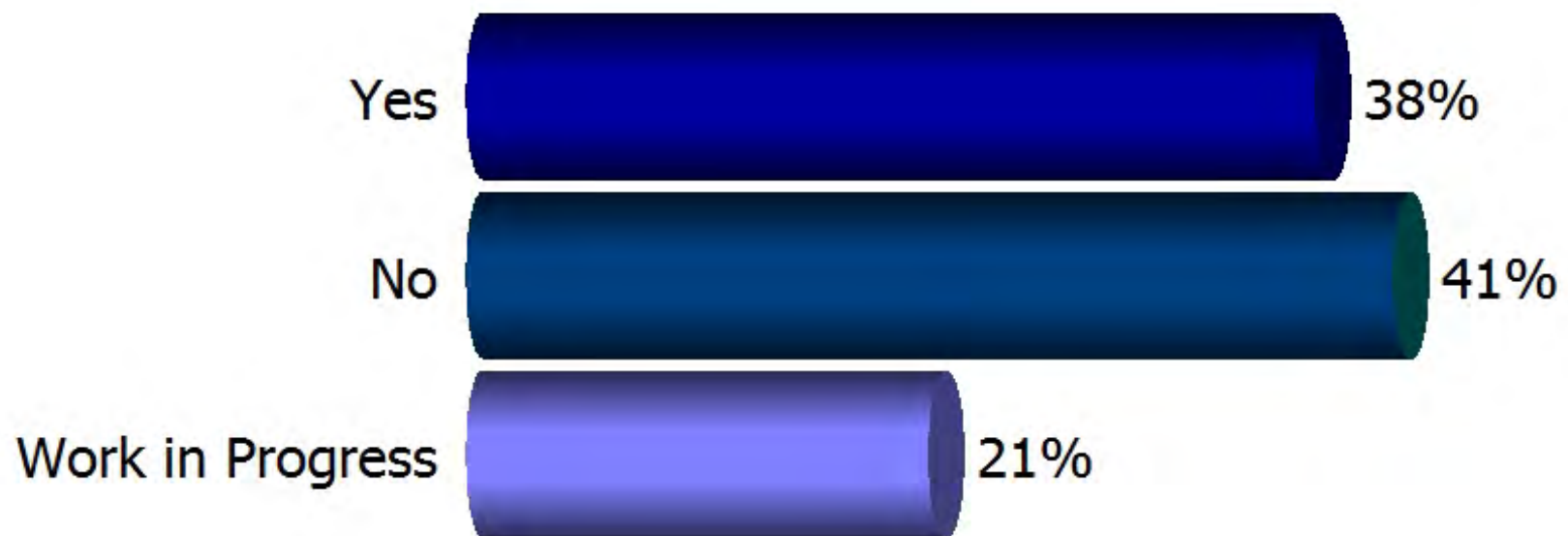
Which statement best describes the challenges your firm has experienced attracting and retaining Gen X, Y and Millennials?

1. We've had significant challenges in this area
2. We've had moderate challenges in this area, but we're doing OK
3. We've had few challenges attracting and retaining young lawyers
4. We've enjoyed great success in this area and we're committed to building a firm for the future





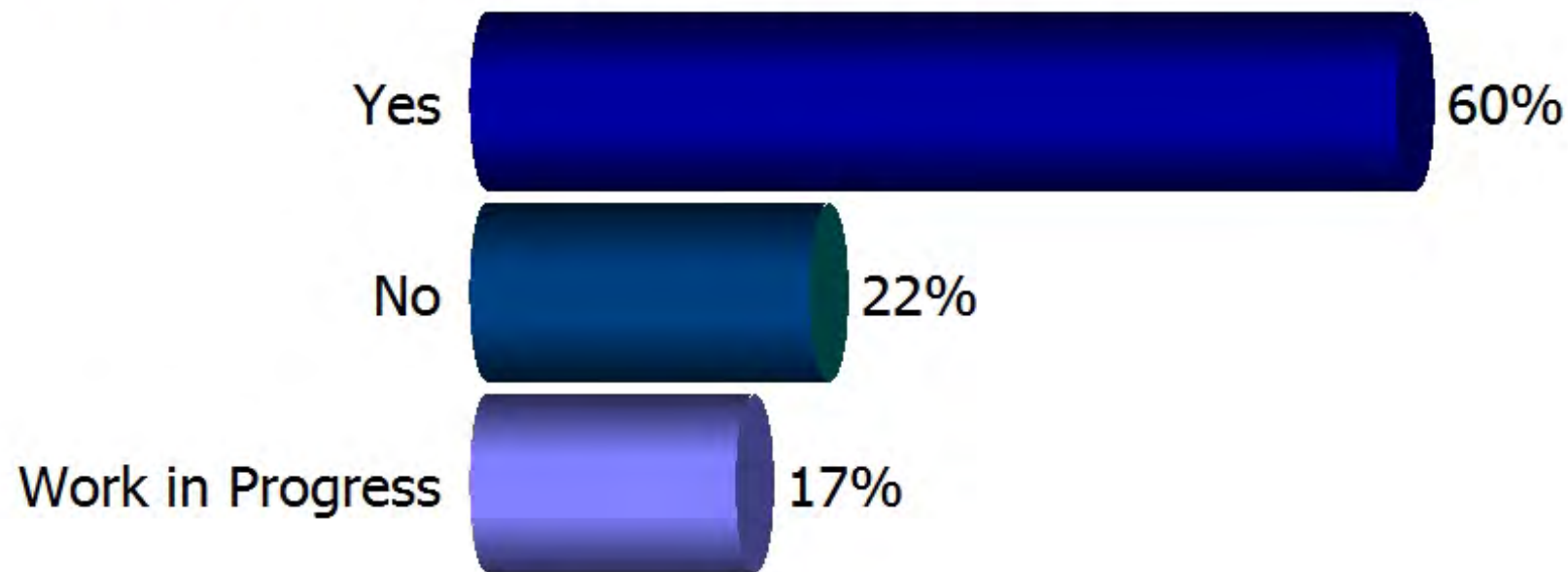
Is your firm providing leadership training and development for its junior partners and associates?





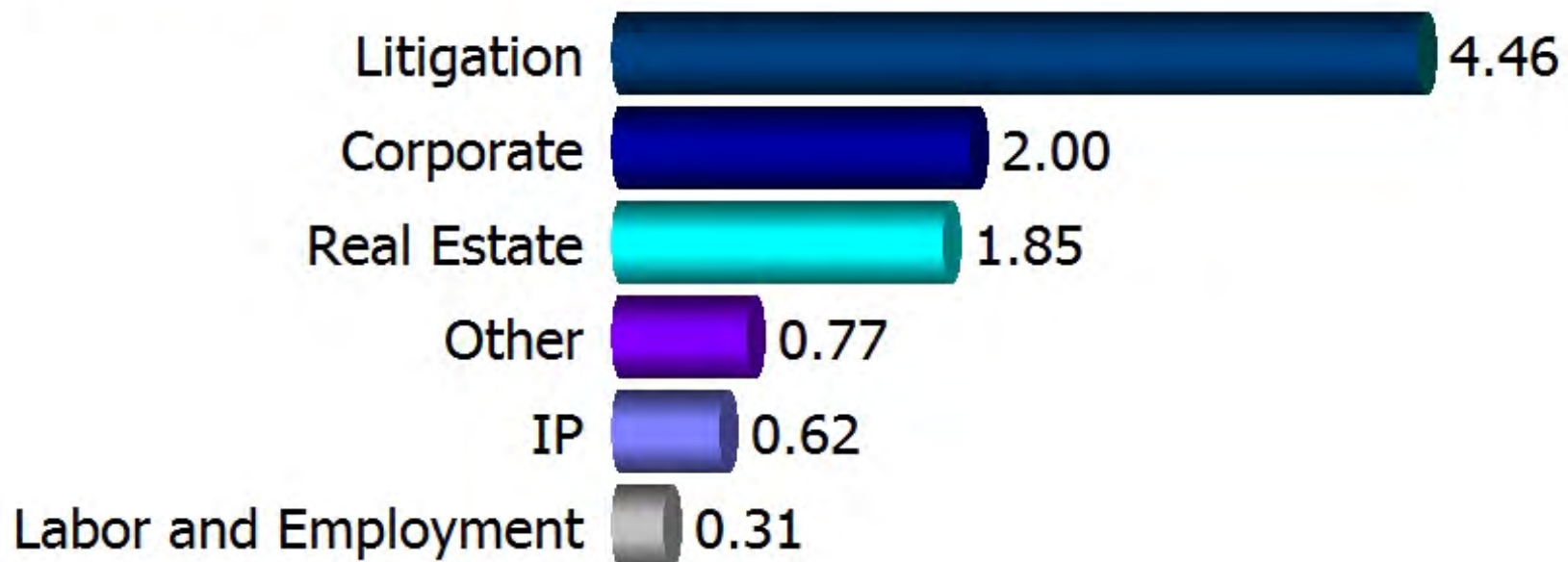


Is your firm providing marketing and business development training for its junior partners and associates?



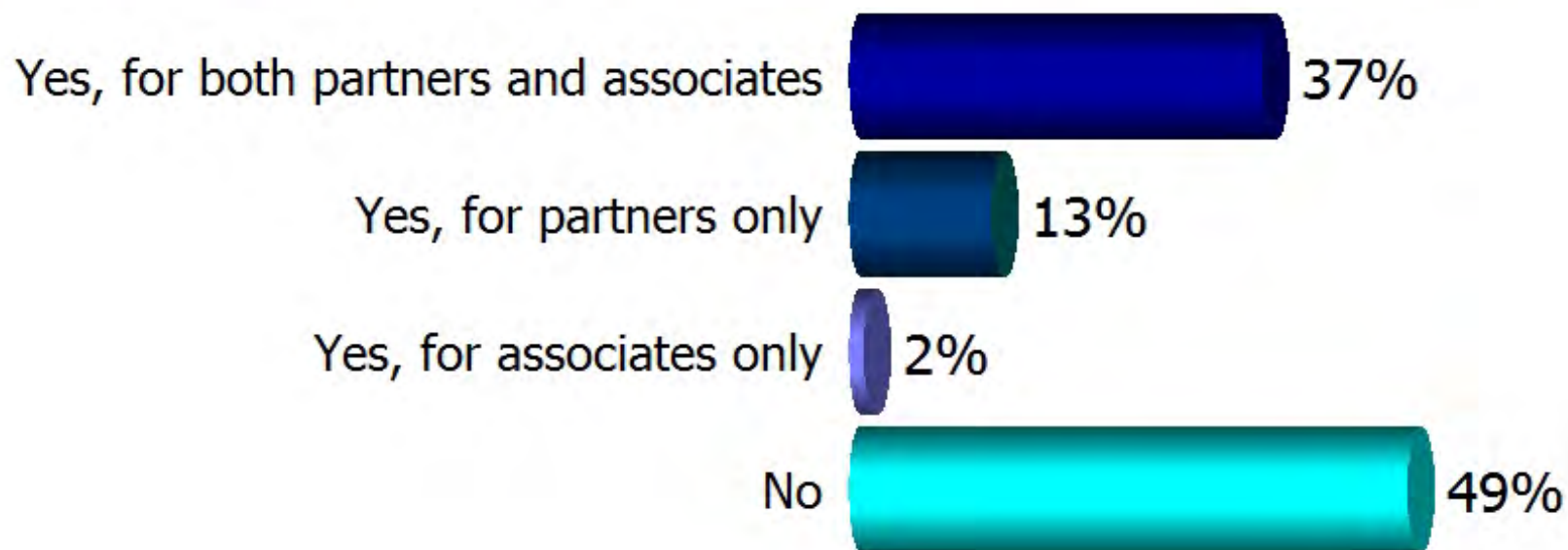


What do you believe will be your firm's top performing practice areas in the next year?





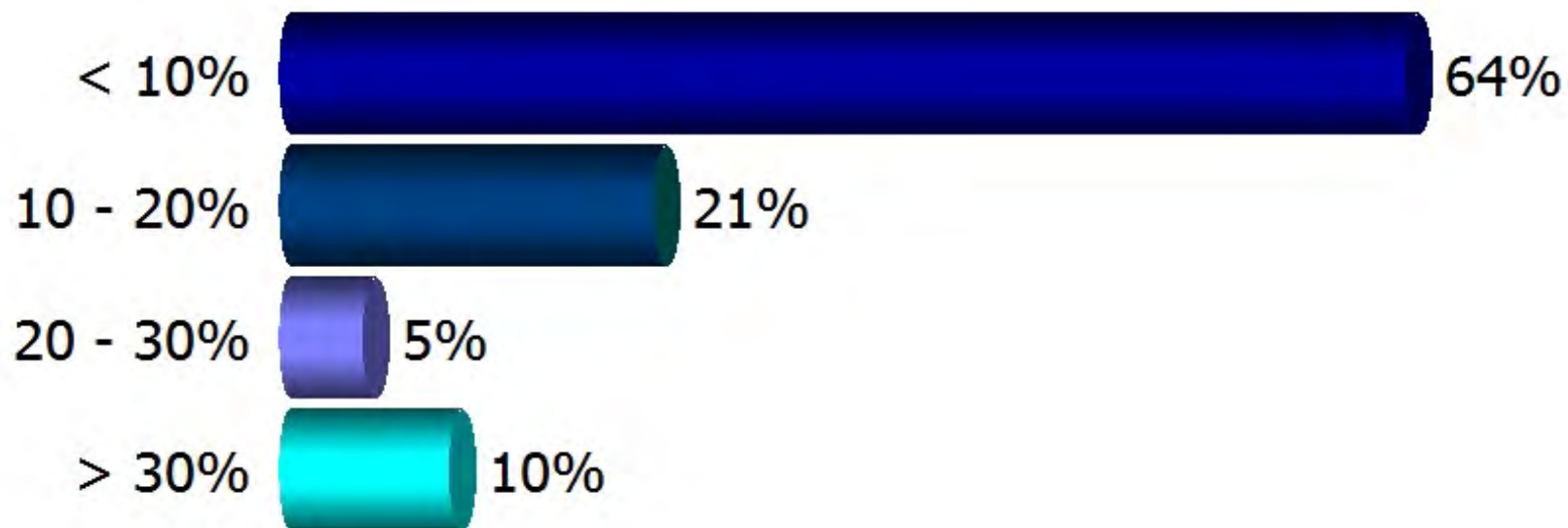
Does your firm have individual marketing plans that excite and motivate your lawyers?





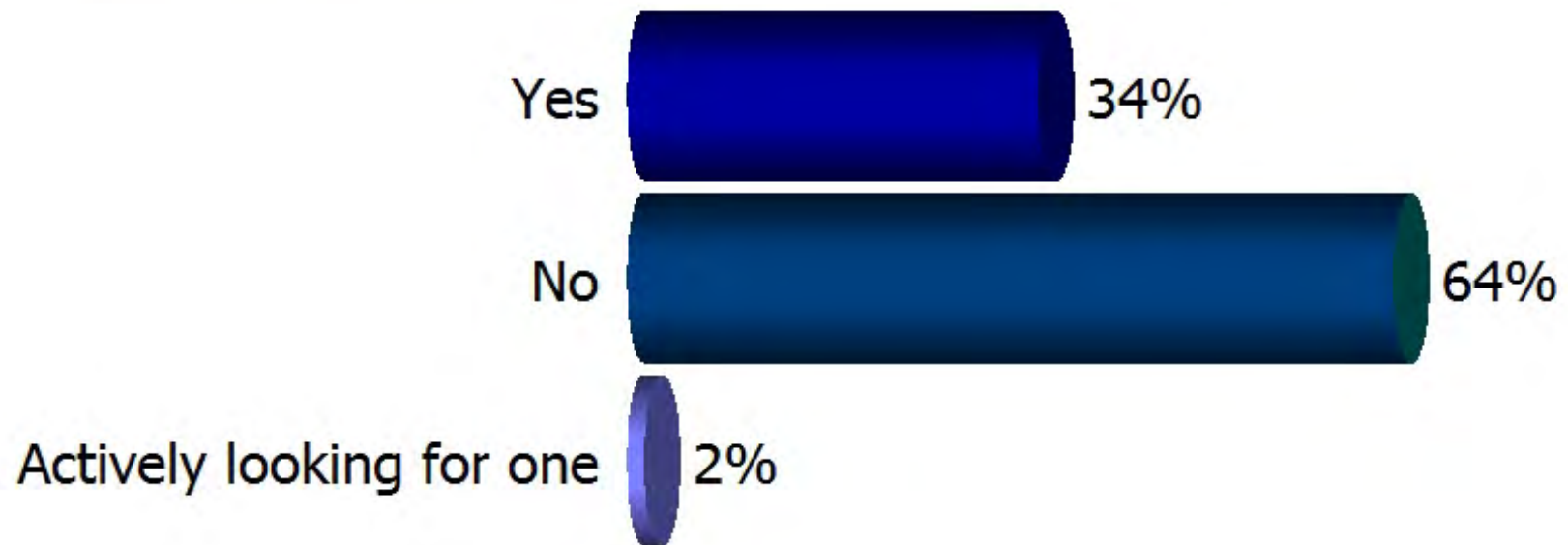


What percentage of your firm's total revenue is derived through alternative fee agreements? (discounted hourly rates don't count)





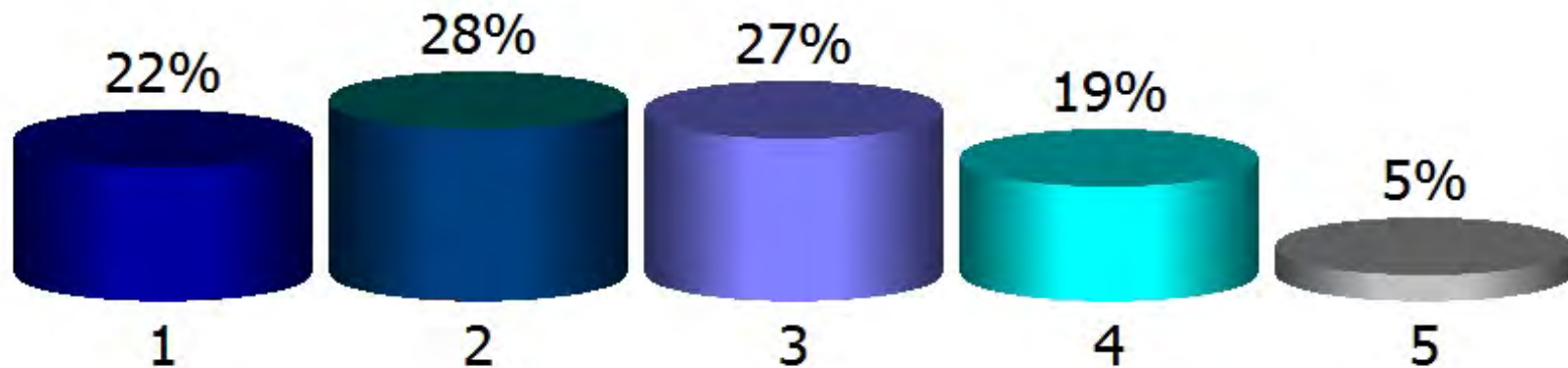
Is your firm a member of a law firm network?





## How has your firm performed financially so far in 2016?

1. Much better than expected. We've had a very good year so far.
2. Somewhat better than expected. A 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.





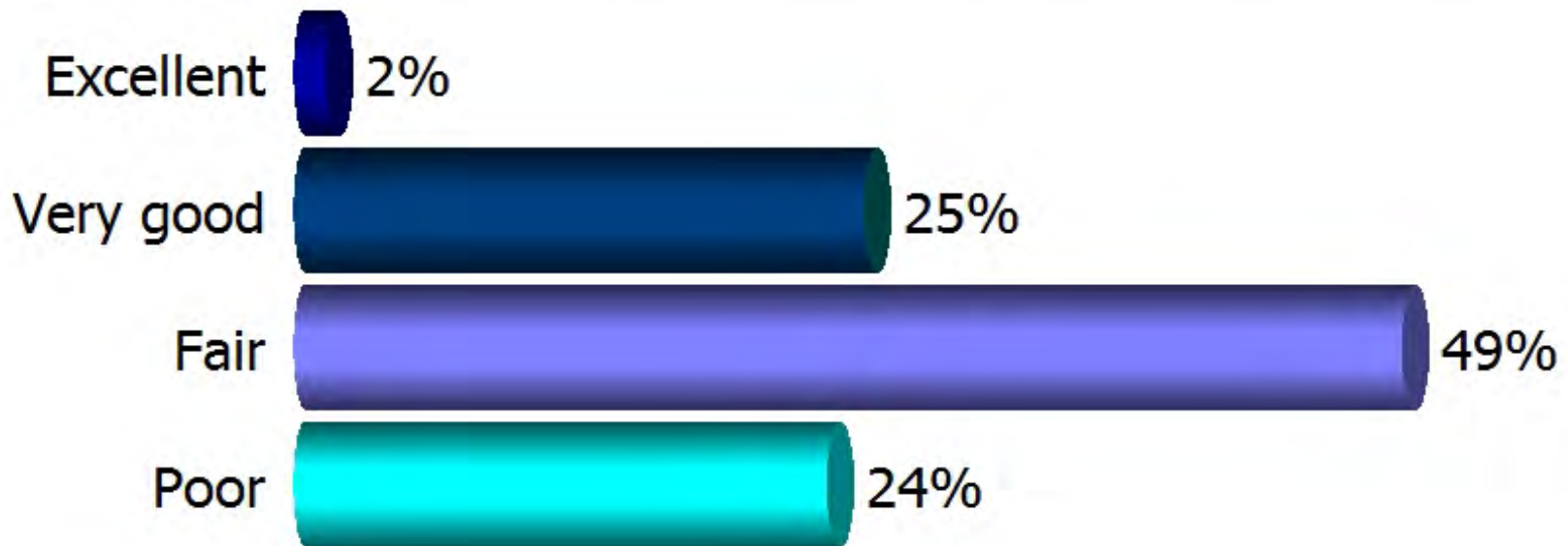


Does your firm track the non-billable time its lawyers invest in firm-building activities?



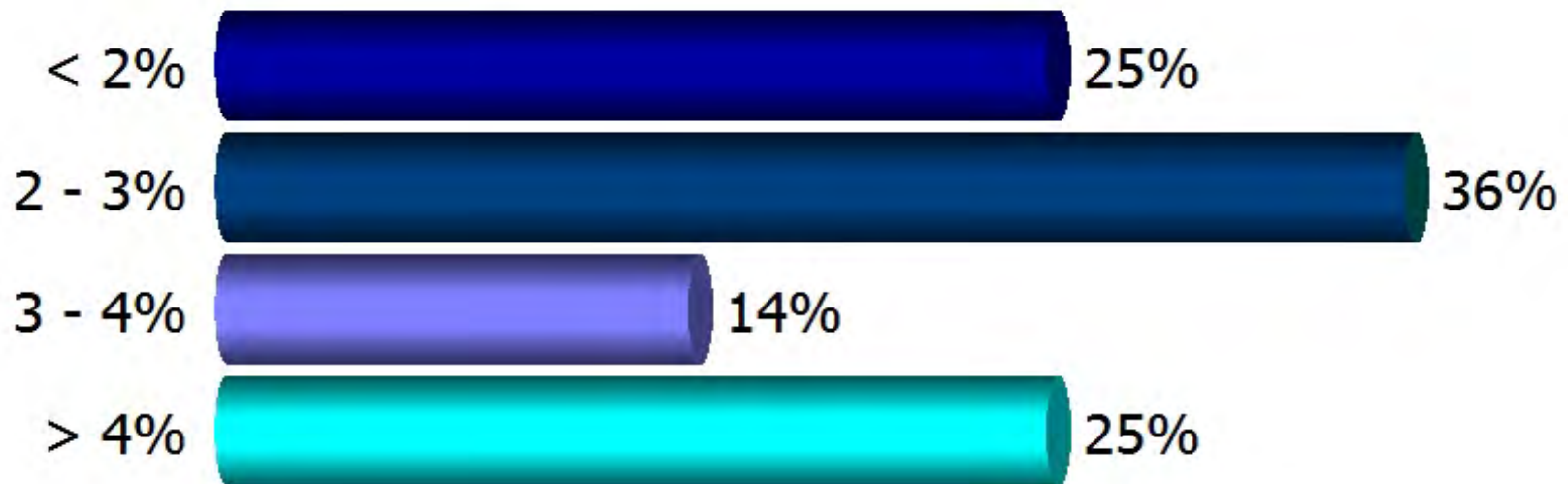


Generally, is your firm doing a good job identifying and grooming its future leaders?





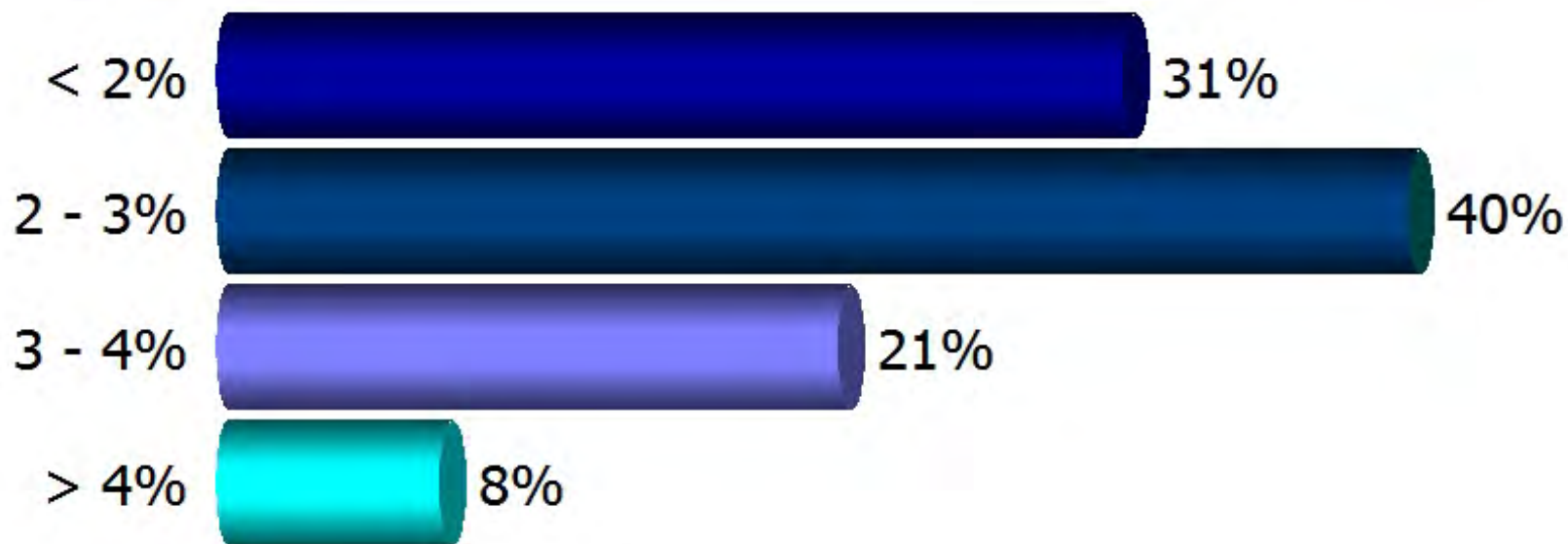
What percentage of revenue does your firm invest in its marketing and business development program (not including salaries)?





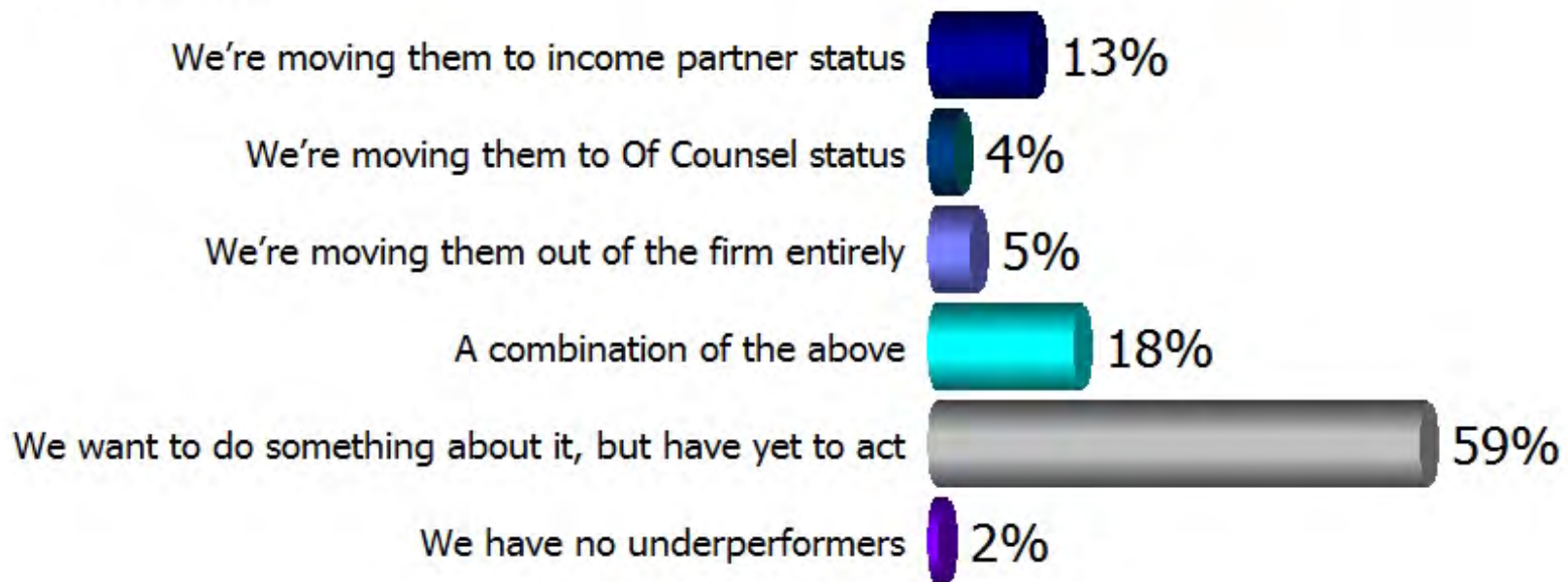


What percentage of revenue does your firm invest in its IT capabilities (not including salaries)?



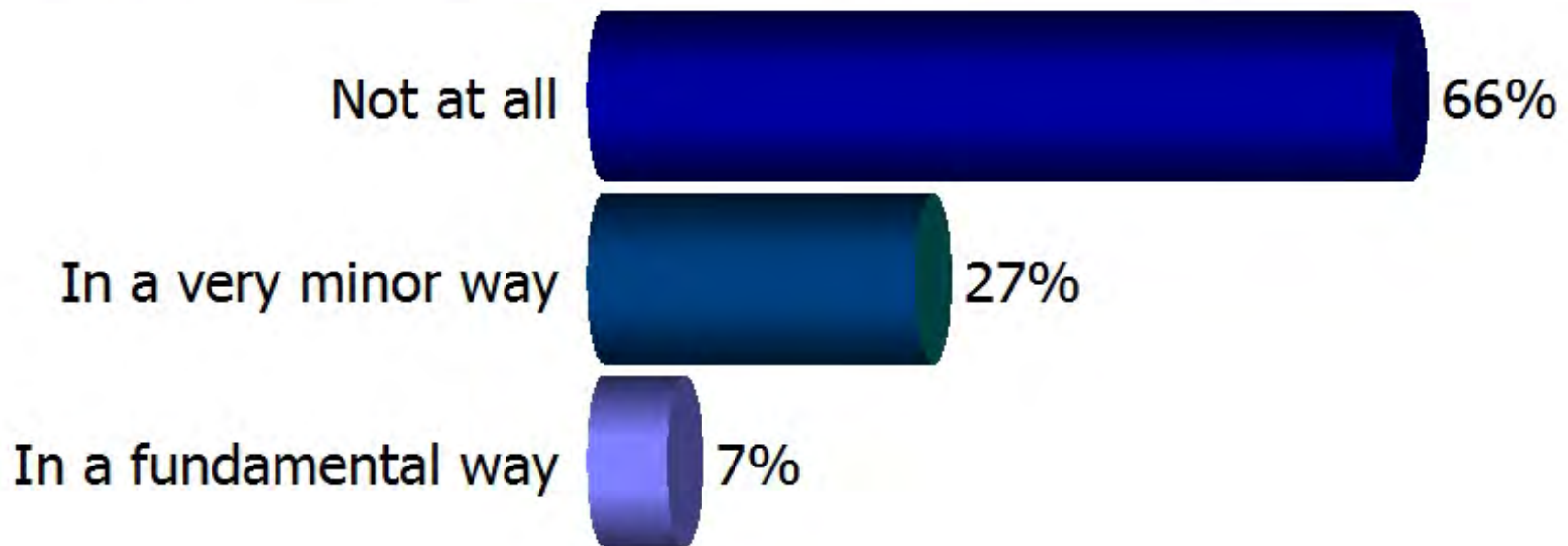


## How has your firm addressed underperforming equity partners?





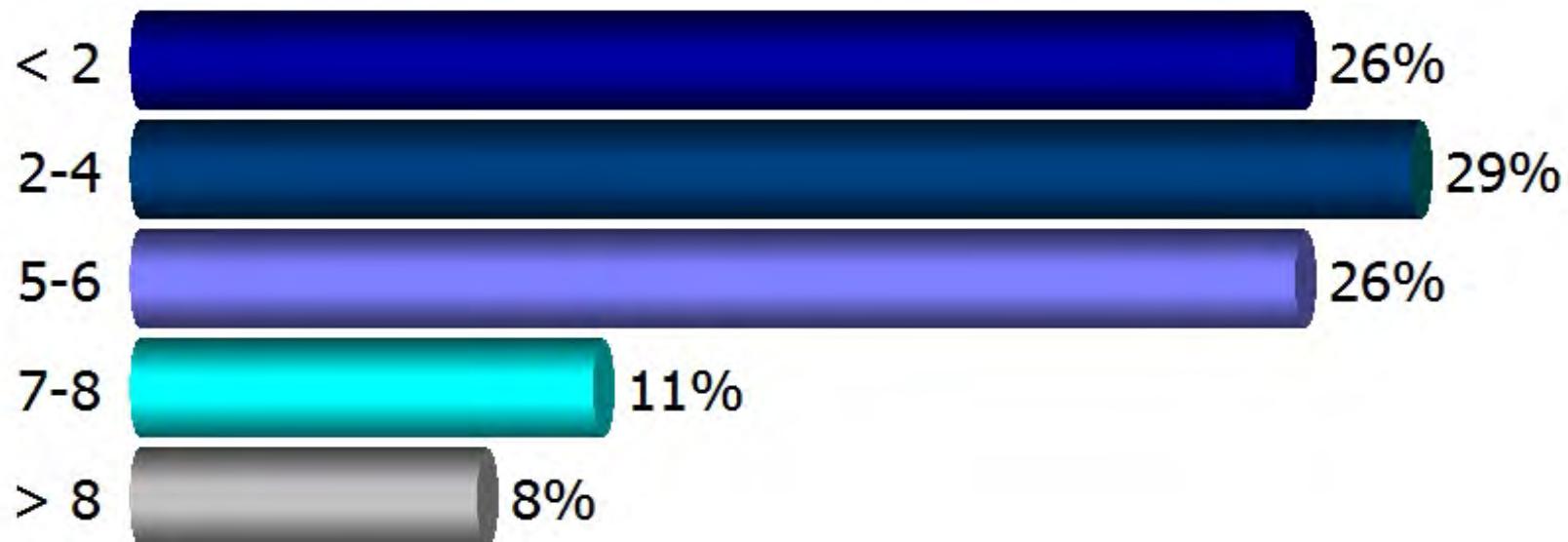
To what extent has your firms strategy changed in light of disruptive changes going on within the legal profession?







In your firm, what is the multiple in compensation between the lowest and highest paid equity partner?



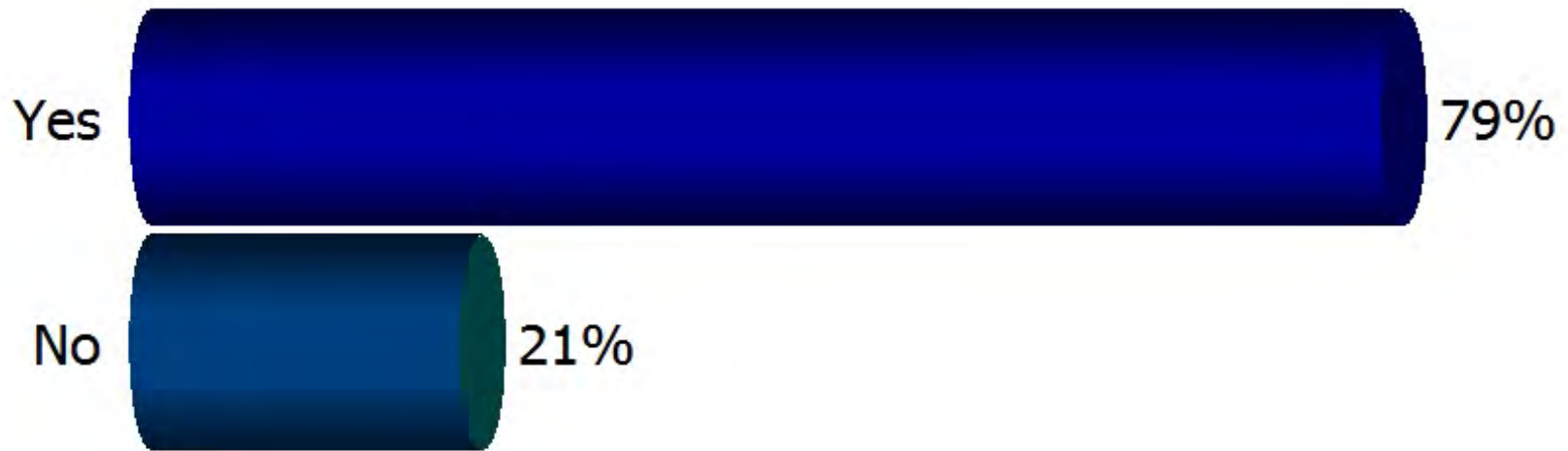


In which direction has this multiple been trending over the past 5 years?





Does your firm have equity partners who have not developed a book of business?







Do you provide a financial retirement benefit for retiring partners?

