

# 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





## 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



## Panel Discussion

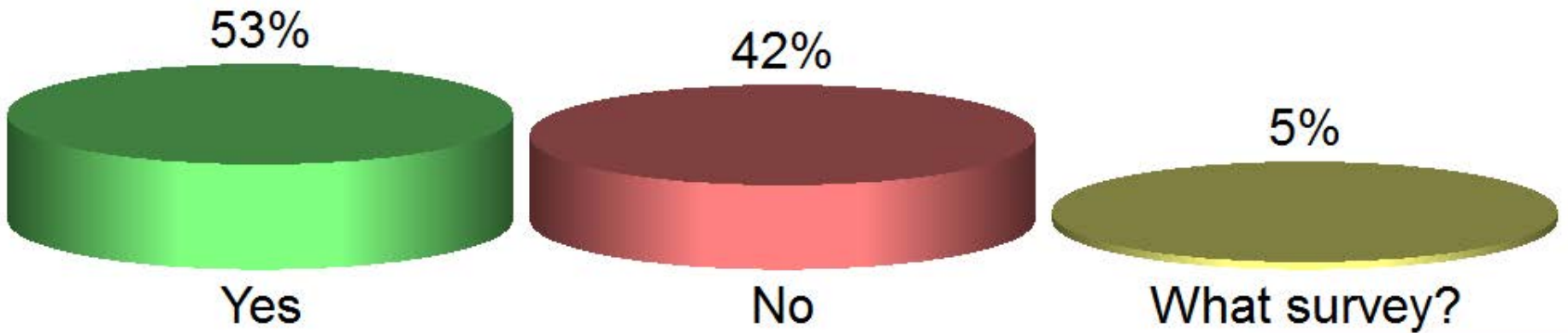
featuring Audience Polling Technology

- *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



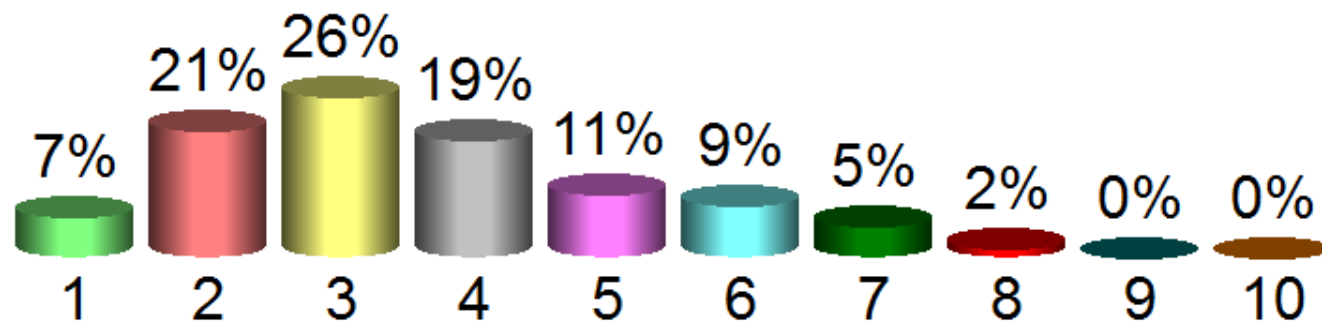
## Test Question: Did you participate in The MPF 2017 Leadership & Governance Survey?

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





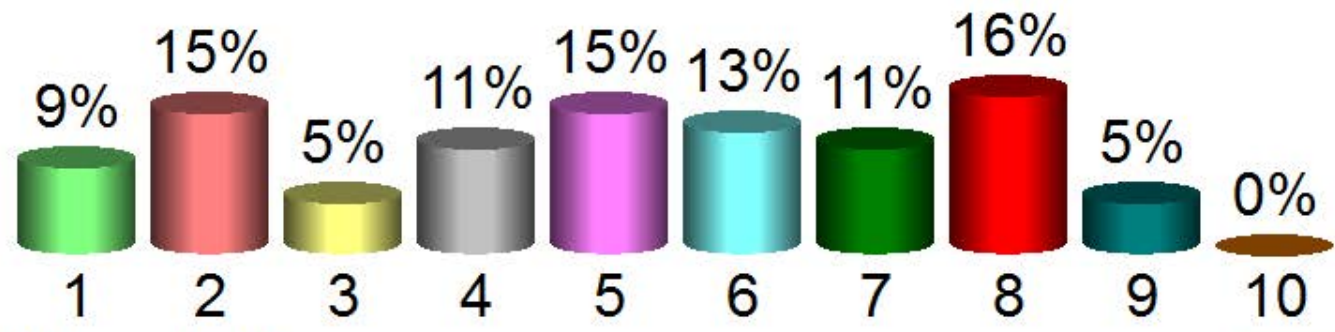
When it comes to “Legacy” and “Collection of Sole Practitioners,” where would you place your firm on a 1-10 continuum?



Mean: 3.6



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

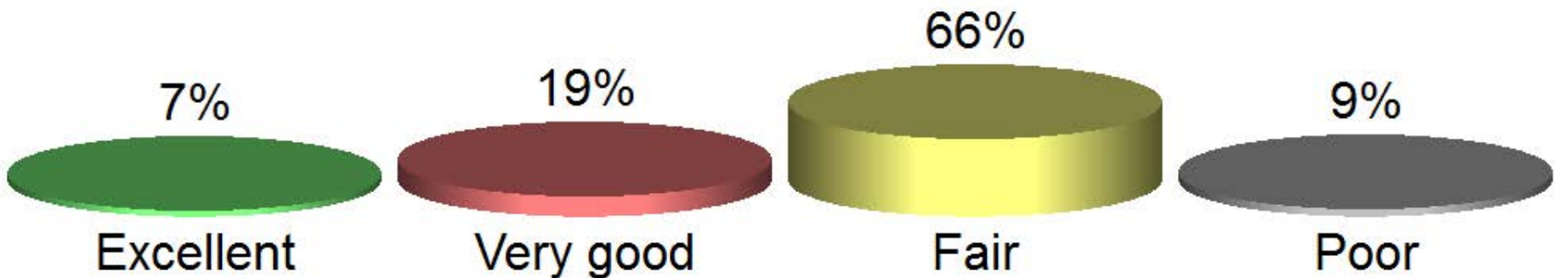


Mean: 5.0



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

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

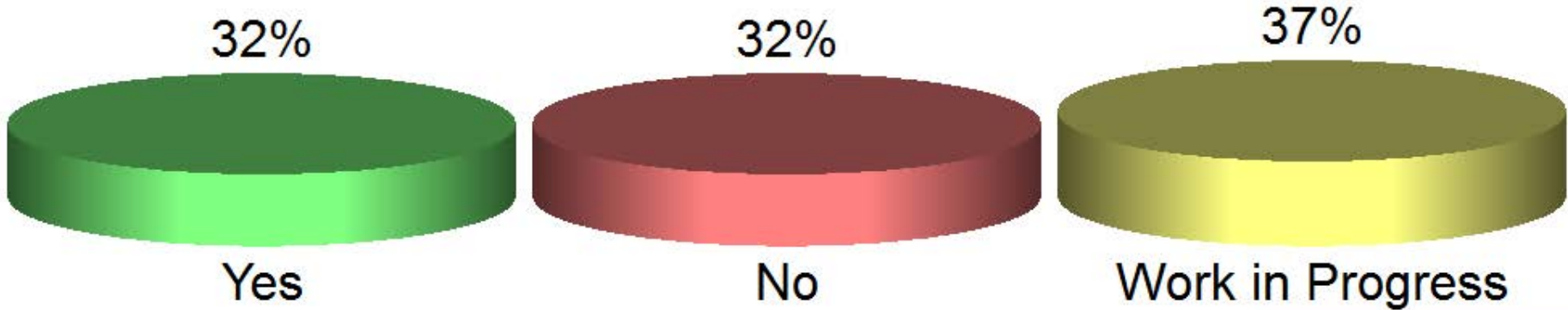






Does your firm provide leadership training and development for its lawyers?

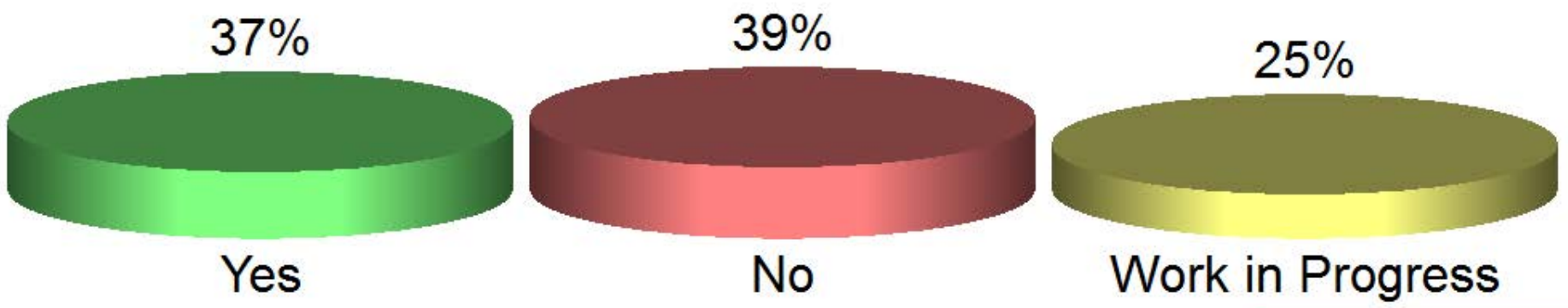
- 1. Yes
- 2. No
- 3. Work in Progress





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

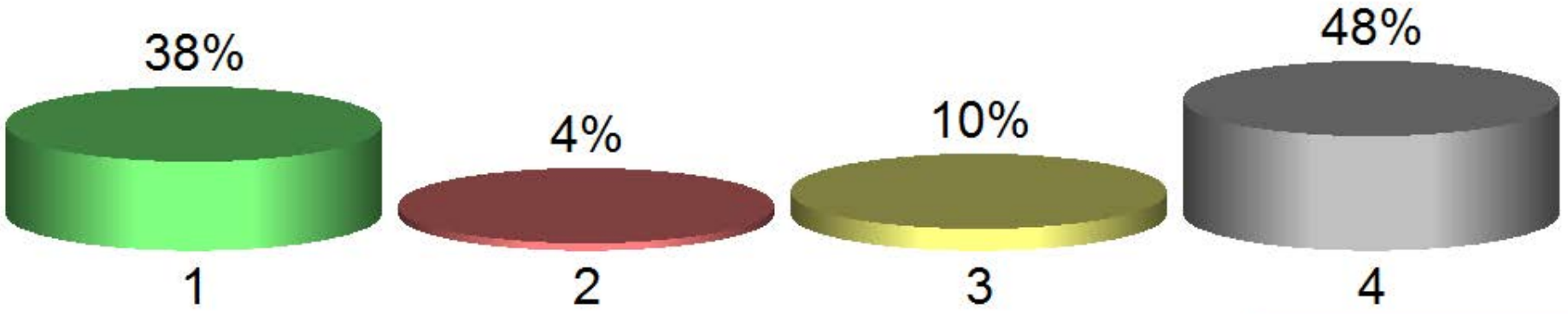
- 1. Yes
- 2. No
- 3. Work in Progress





## Does your firm require individual business/marketing plans?

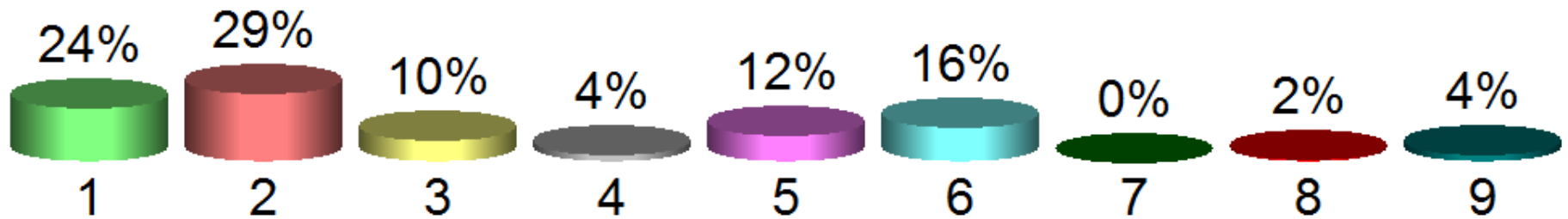
- 1. Yes, for both partners and associates
- 2. Yes, for partners only
- 3. Yes, for associates only
- 4. No





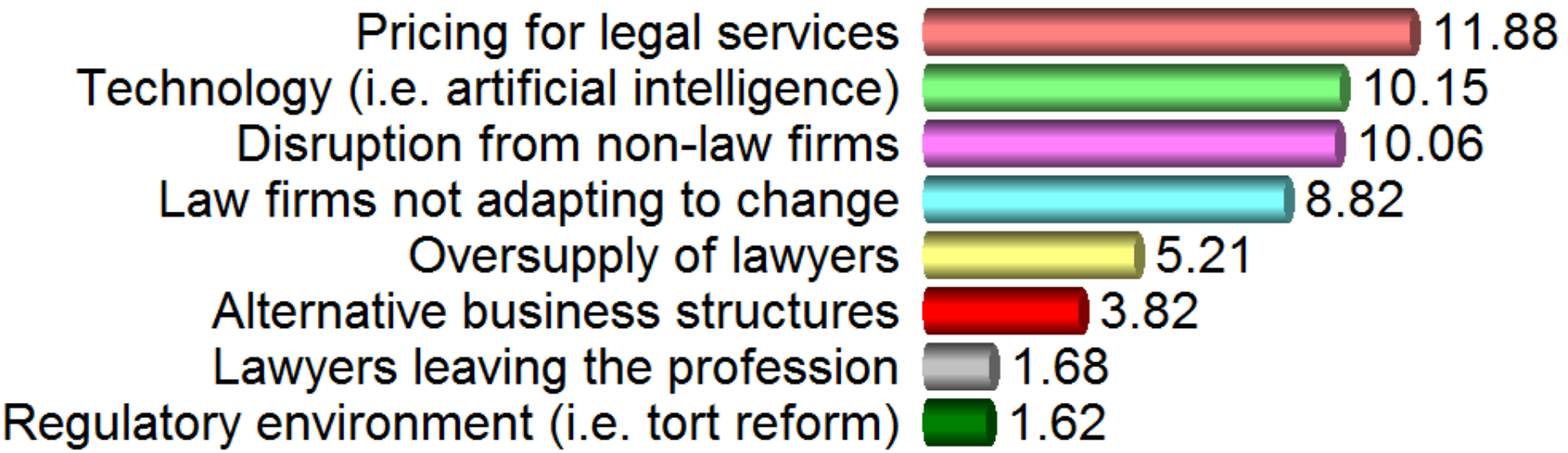
From the list below, which tactic has been most effective to improve profitability over the past two years?

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





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?

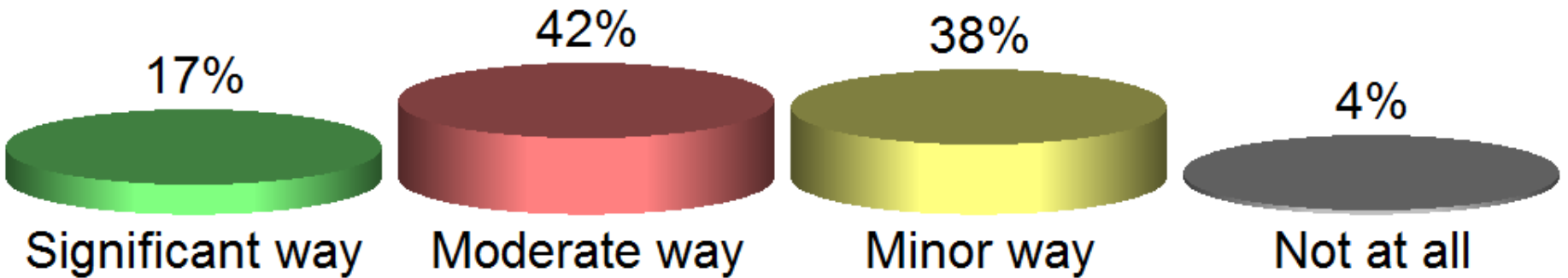


Keynote 11 - Rank Order



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



Significant way

Moderate way

Minor way

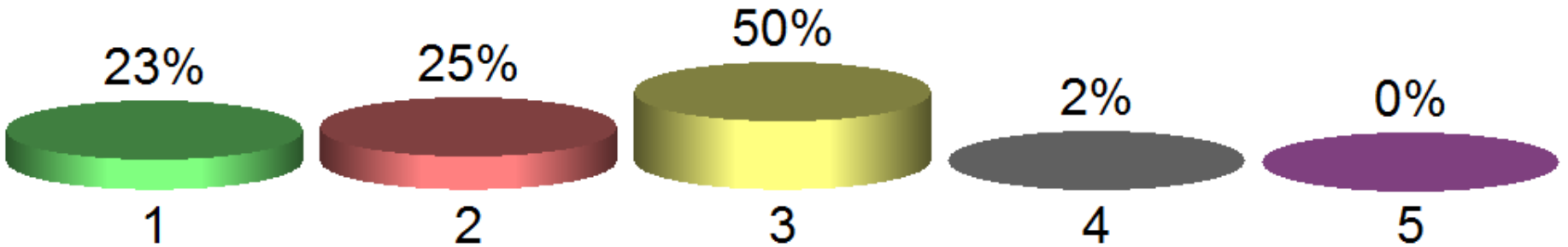
Not at all

Mean: 2.3



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

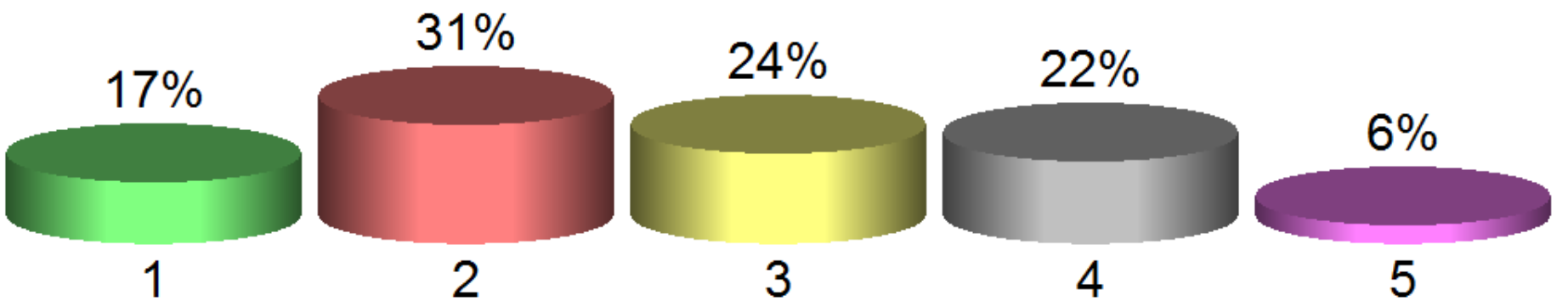


Mean: 2.3



## How has your firm performed financially so far in 2017?

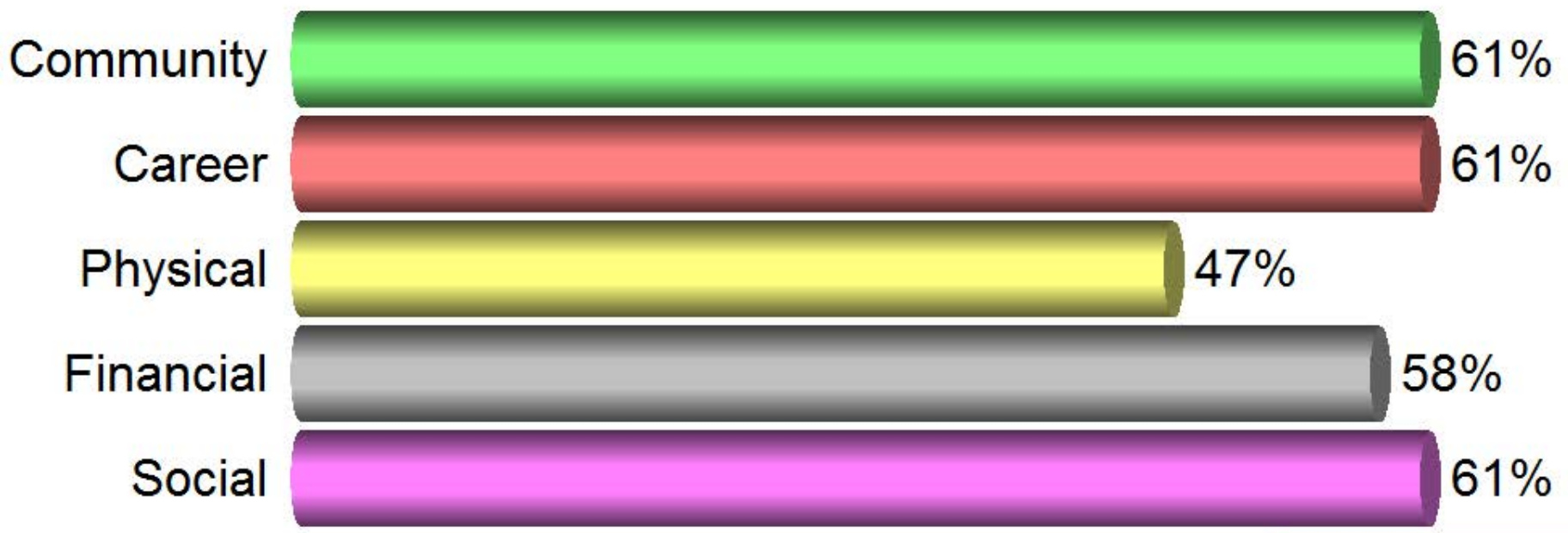
- 1. Much better than expected. An excellent year so far.
- 2. Somewhat better than expected. Solid, relatively good year.
- 3. About what we expected. We're doing OK.
- 4. Somewhat disappointing. Not where we want to be.
- 5. Very disappointing. Not good at all.







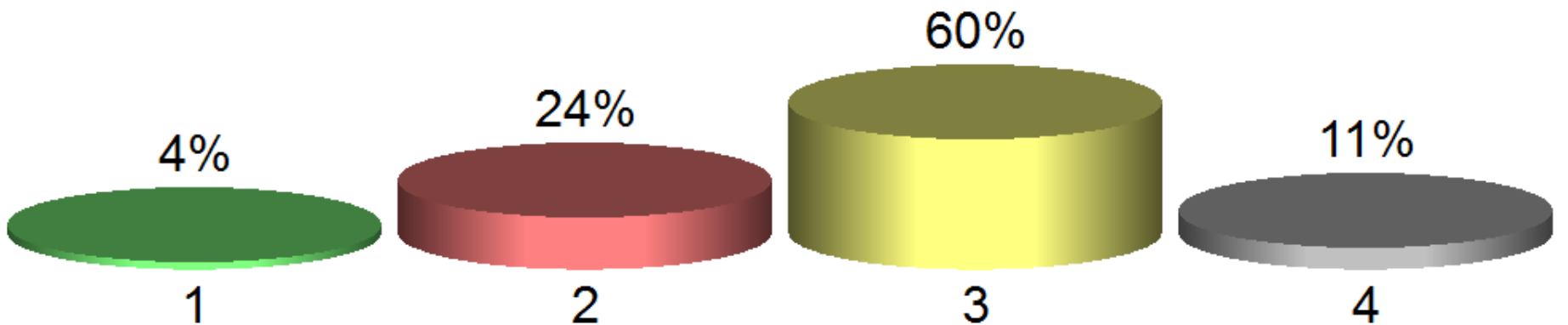
### Which of the following “well-being” programs described by Jonathan does your firm currently provide?





## Does your firm encourage its lawyers to work remotely?

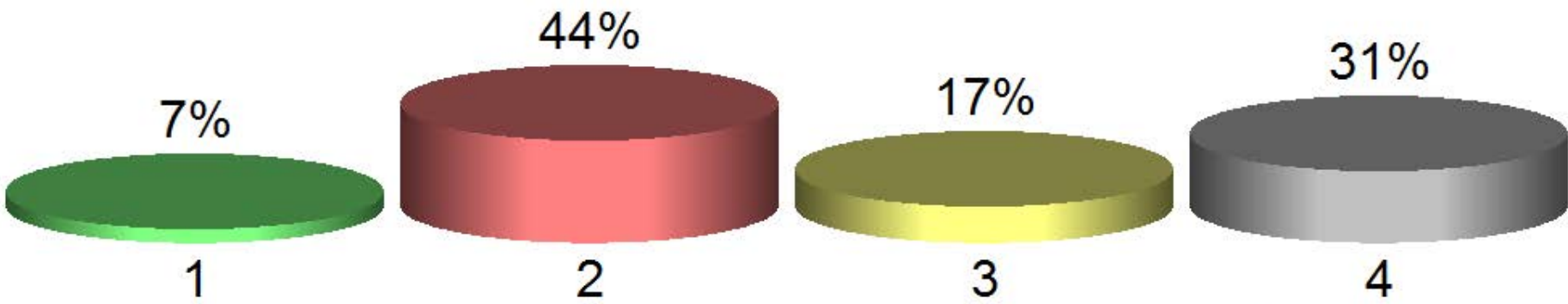
1. Yes. We enthusiastically encourage it.
2. Yes. More of our lawyers are working remotely.
3. On occasion. It's the exception, not the rule.
4. No. We want face-time.





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

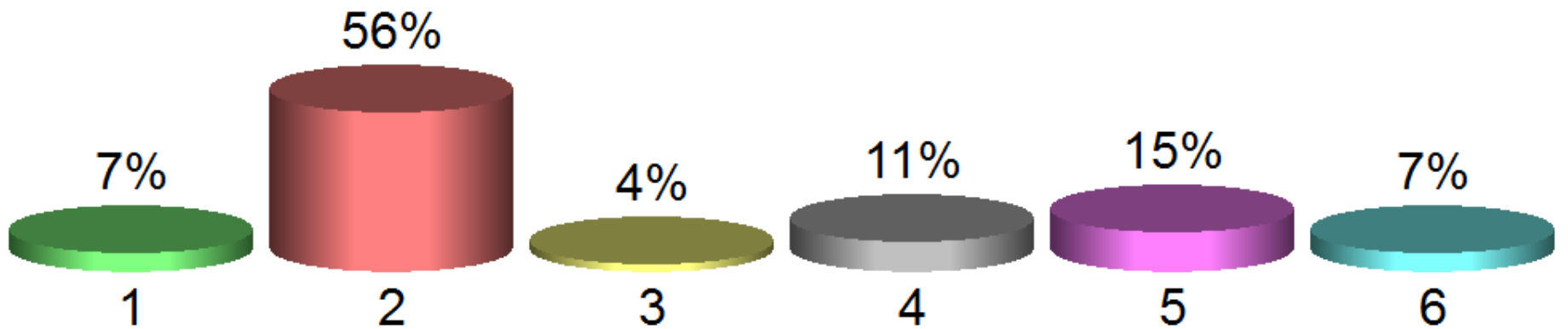
- 1. Yes
- 2. Hit or Miss
- 3. Not in recent years
- 4. Never





## How is your firm addressing chronically underperforming equity partners?

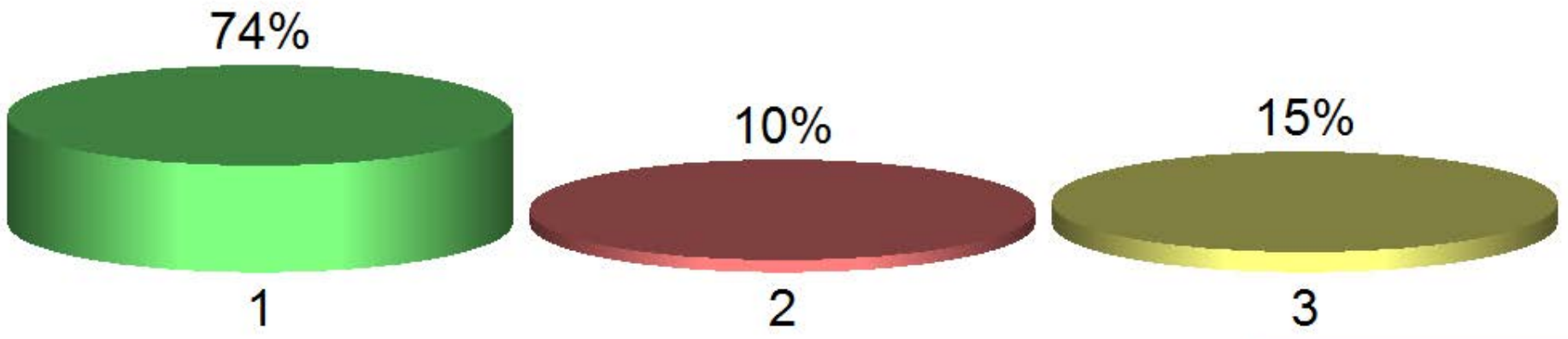
- 1. Lower performance goals
- 2. Adjust compensation
- 3. Coaching and counseling
- 4. De-equitize, if it gets bad enough
- 5. We're not addressing it
- 6. No underperformers





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

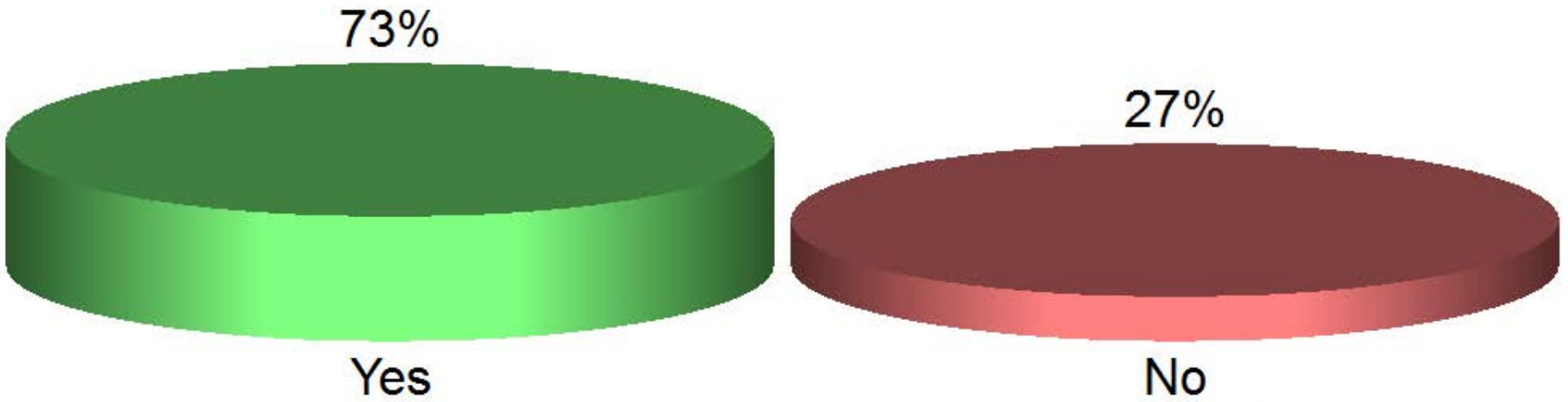
- 1. Yes
- 2. No, but we are thinking about it
- 3. No





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

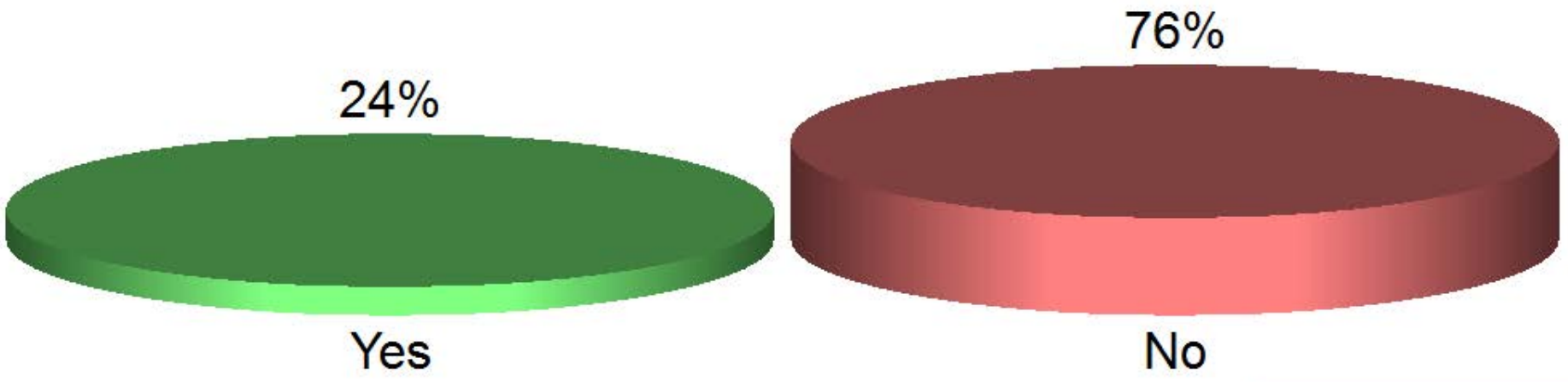
- 1. Yes
- 2. No





## Does your firm conduct an annual Employee Engagement survey?

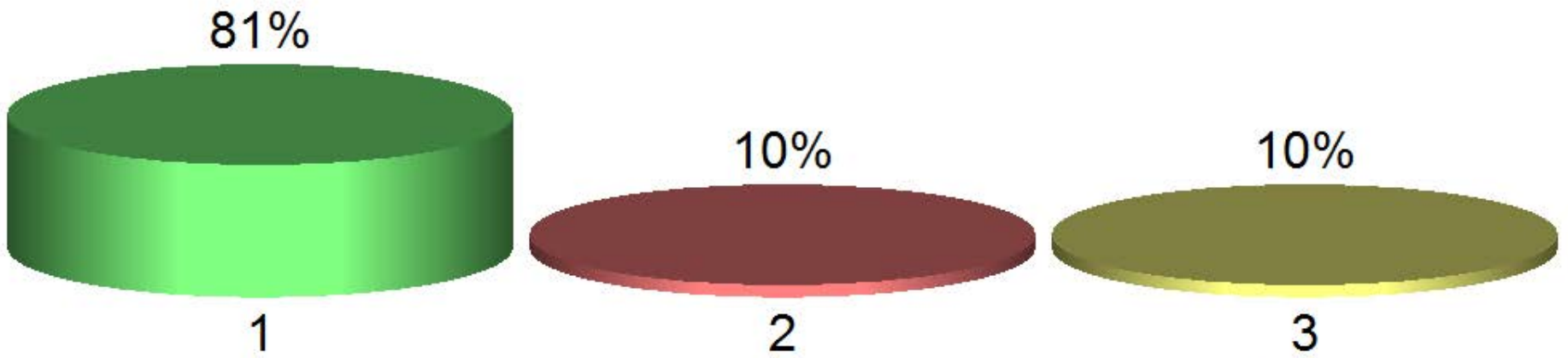
- 1. Yes
- 2. No





## 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
- 2. Twitter
- 3. Instagram
- 4. Snapchat
- 5. Pinterest
- 6. LinkedIn

