

Friday, September 15 | 10:30 am – 11:30 am

Panel

Law Firm Leadership

Body of Knowledge: Marketing Management & Leadership, Business Development

Presenters

- Adam Severson, Baker Donelson
- Bill Hines, Jones Walker LLP
- Gif Thornton, Adams and Reese LLP
- Patrick Fuller, ALM

Session Overview

The panel will focus on horizon scanning at law firms and the role marketing and business development to strategically drive change and meet those challenges and opportunities on the horizon.

Session Notes

- **Firm Strategy**
 - Marketers are crucial
 - Critical to have a strategy
 - Our work is fundamental to success of law firm
- **MBD Initiatives**
 - AR Academy program, measuring ROI is not easy
 - How do you engage, how do you differentiate?
 - Immersing themselves in with the clients
 - Client feedback—super important
 - Focusing on data, using data to drive positive behavior
 - Finding good leaders is just as important as finding good lawyers
 - Avoid generic client update letters that don't pertain to certain clients
- **Team Member/Professional Growth**
 - To be a good marketer: self-starter, smart, personality and interact well with people, emotional intelligence
 - Ability to sell internally, get people who are risk-averse (lawyers) to move in a different direction

- **Managing Colleagues' Expectations**
 - Enter every engagement with a strong sense of self, prepared, humble

- **Future Casting**
 - Create a culture where it isn't obvious who the successor will be
 - Talent, recruitment, development, retention are crucial
 - We all have very demanding roles—calibrate and figure out what brings you joy, schedule time for that