

Thursday, September 14 | 2:30 pm – 3:30 pm

Workshop | Breakout Sessions #3

Marketing and Lateral Attorney Collaboration: A Guide to Being Intentional and Effective Day One

Body of Knowledge: Business Development

Presenters

- Amy Verhulst, Jackson Lewis PC
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Session Overview

Law firms do – and should – bear the responsibility of efficiently managing a lateral attorney’s effective integration into a new law firm. Marketing and Business Development Teams write thorough lateral integration plans, Practice Management Teams schedule strategic meetings connecting a lateral to existing attorney partners, and Finance Teams work to transfer portable client files. All of these integration tactics are spearheaded by the lateral’s new law firm and are crucial elements of a lateral’s integration process. With strategic growth being a core operating tenet for a majority of law firms, law firm professionals managing integration efforts find themselves overseeing an increasing class of lateral attorneys, which in some cases, impedes a preferred comprehensive integration experience. With this in mind, lateral attorneys are encouraged to be empowered in actively partnering in, and better yet actively contributing to, their integration efforts.

This presentation will provide a sampling of proactive tactics a law firm marketing professional can task to / request of an incoming lateral attorney, in collaboration with their marketing team, to support an efficient, thorough and productive integration into their new law firm and role.

Example of tactics discussed include:

1. Integration efforts begin before day one at your new firm.
2. Make time – dedicated and focused time – for your Marketing and Business Development Team.
3. Read your integration plan and actively take the steps outlined.
4. Partner with Marketing on your external promotion outreach.
5. Address issues and challenges head on.

Session Notes

Key Takeaways

- Law firms bear the responsibility of efficiently managing a lateral attorneys integration into a new law firm.
- An efficient integration must be comprehensive and thoughtful and proactive
- Integration efforts should begin before the first day of the new firm
- Collaboration is important with your Marketing and Business Development Teams
- Create an integration plan, read it, follow it
- Address issues and challenges head on