

Quality indicators within the law firm

Antwerp, March 29th 2011



Working at a law firm; the ins and outs



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"How can I enjoy myself...none of this time is billable."

Quality within a law firm through the eyes of:

- An independent third party
- Other lawyers, the branch
- Clients
- The law firm itself



An independent
third party



Other lawyers, the branch

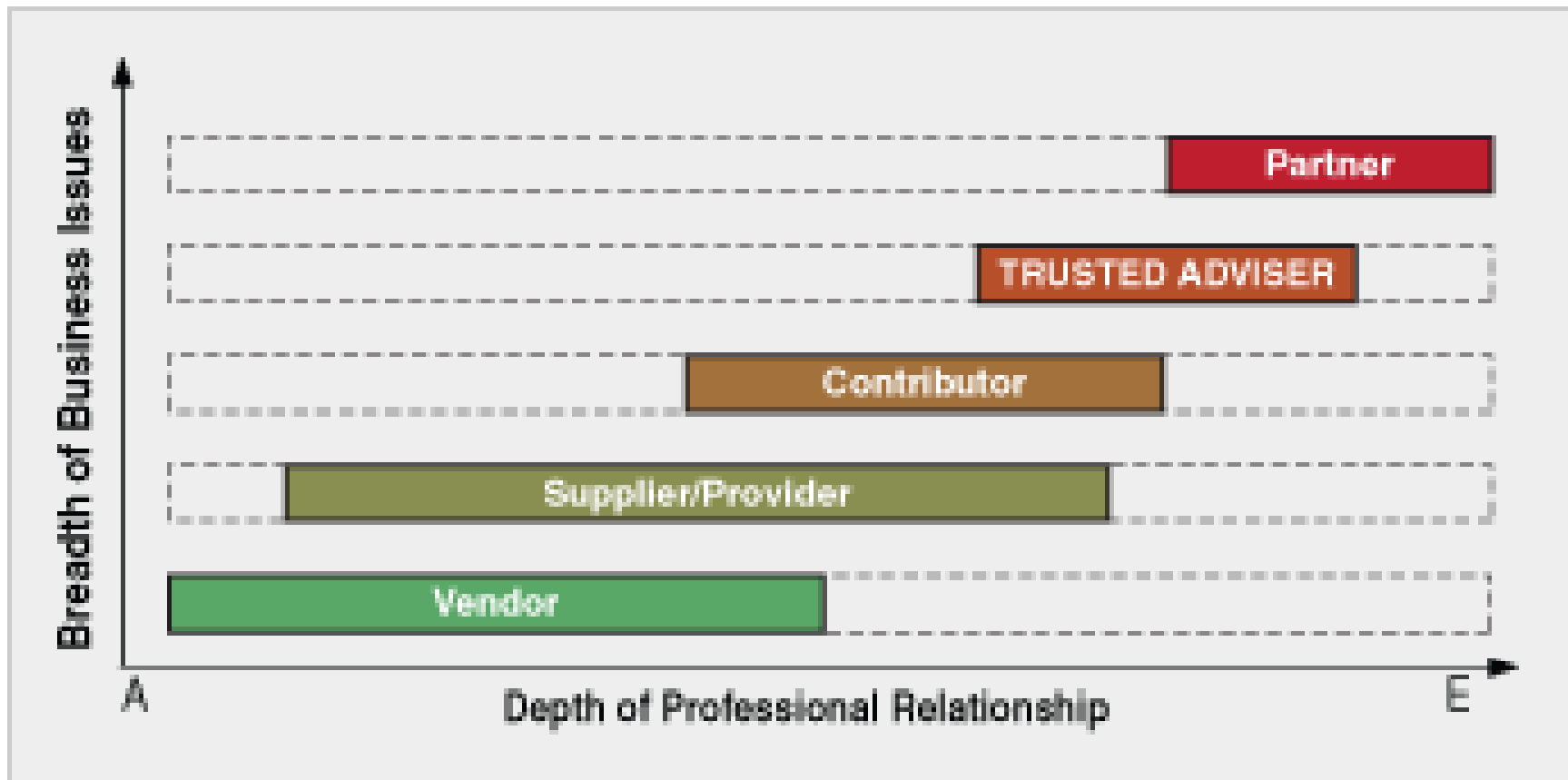


Client – Advisor Relationship



**"Do you promise to pay the bill,
the whole bill and nothing but the bill?"**

Trusted advisor



Characteristics of Relationship Levels

	Focus is on	Energy spent on	Client receives	indicators of success
Service based	Answers, expertise, input	Explaining	Information	Timely, high quality
Needs based	Business problem	Problem solving	Solutions	Problems resolved
Relationship based	Client organization	Providing insights	Ideas	Repeat business
Trust based	Client as individual	Understanding the client	Safe haven for hard issues	Varied: e.g.; creative pricing

Source: The Trusted Advisor, Maister, Green & Galford, FREE PRESS, 2000

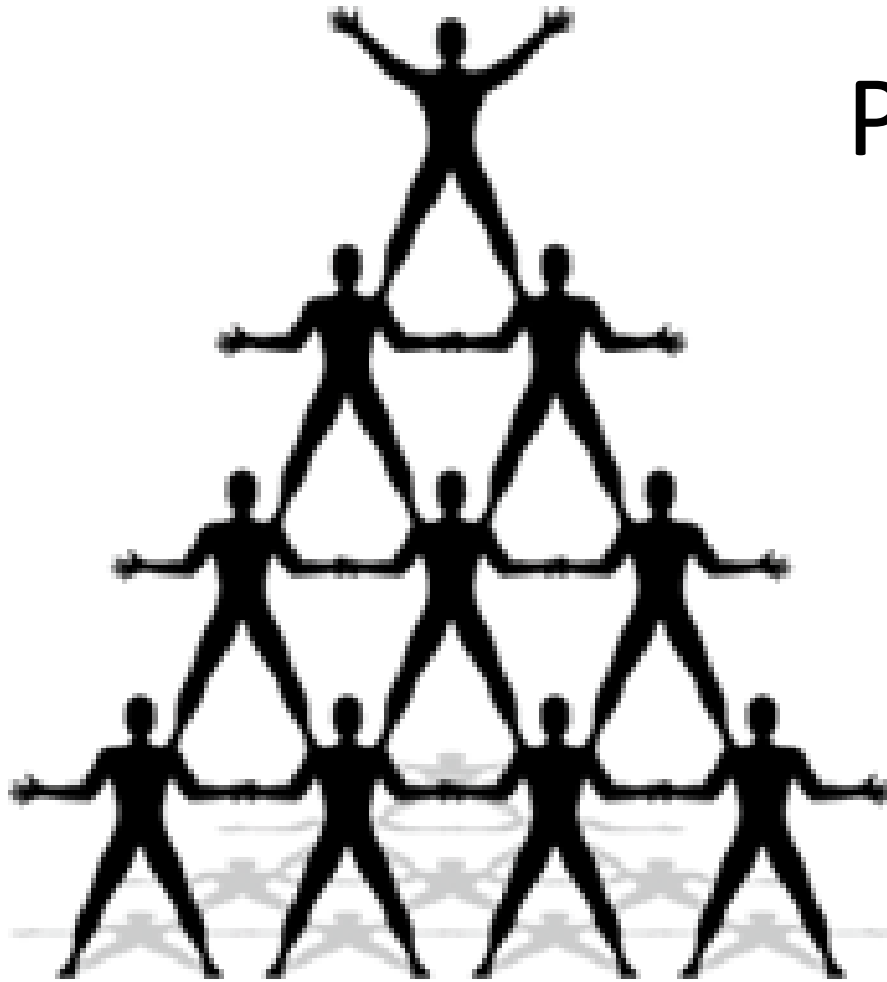
The law firm itself

- Selection
- Education
- Composition of the team
- Evaluation



The trick to success as a law firm recruiter is one part charm and ninety-nine parts starting salary.

Up or out



Partner

Associate

Trainee



Global players

- Allen & Overy
- Linklaters
- Freshfields
Bruckhaus Deringer
- Clifford Chance
- Skadden, Arps,
Slate, Meagher &
Flom
- Baker & McKenzie



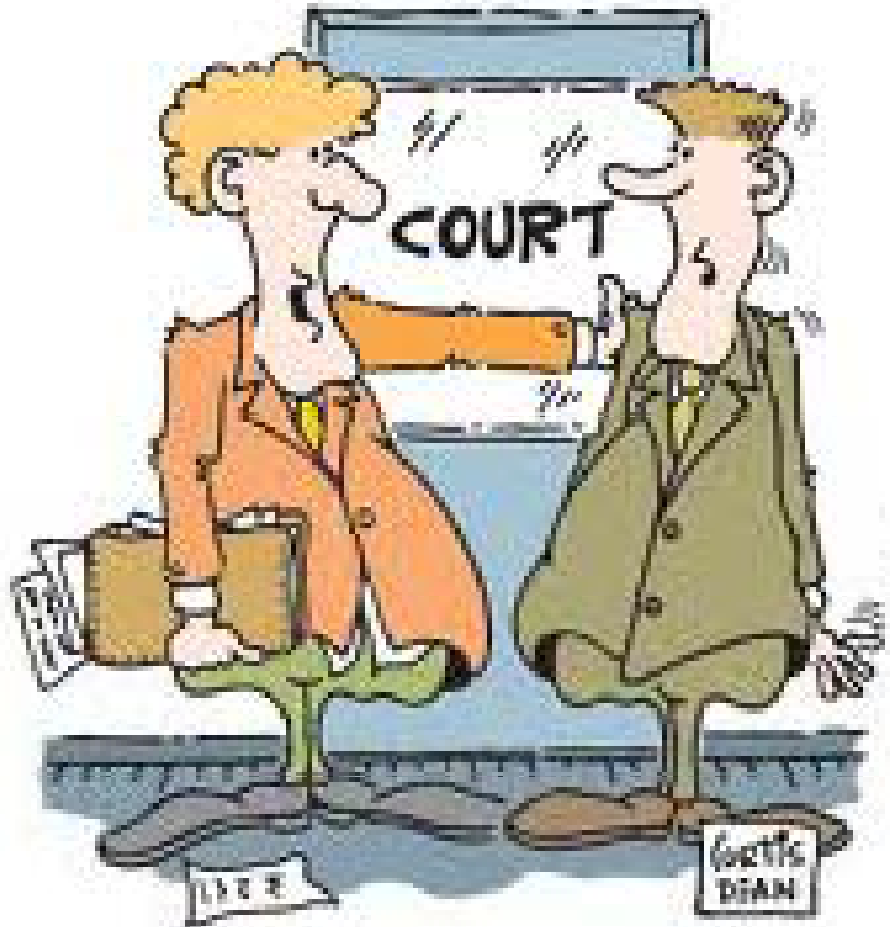
Quality as the customer feels it

Numbers of wins vs. numbers of losses: too easy!



How to measure quality within a law firm?

- Amount of mergers and acquisitions?
- Results of mergers and acquisitions?
- Amount of legal proceedings?
- Amount of new clients?
- The duration of client relation
- Amount of applications?
- Profit distribution partners?



"Don't worry, you've heard of Murphy's Law? I was Murphy's lawyer."

Quality indicators not common in our field



Questions?

