



Managing the modern day law firm

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What is the role of a law firm leader?



- Leadership
- Strategy
- Business planning
- Decision making
- Influencing the culture
- Horizon scanning
- Hand holding/agonny aunt/wet nurse

There is a lot going on!



Pricing

Culture

Client service

Innovation

M&A

New Competition

Processes

Regulation

Agile working

AI

New technology

Project Management



What are the challenges?

- Deciding the direction & getting buy-in
- Managing change
- Culture & engagement
- Communication
- Re-thinking the operating structure
- Speed of technology development
- New competition
- Regulatory change

Managing change



Culture



- Engagement
- Millennials & Generation X&Y
- New ways vs old
- Saboteurs & No-Nos?



Communication



- Sell not tell
- Listening
- Engaging everyone
- Agreeing the key messages
- Building relationships internally & externally

Structures



Traditional

- LLPs
- Senior Partner
- Managing Partners
- Leadership for life

New

- CEOs
- Paralegals & legal executives
- Document production teams
- Client service & enquiries
- Call centres
- Outsourcing
- Off-shoring/near-shoring
- Apprenticeships

Modern day structures



- ABS
- CEO's
- Alternative legal service providers
- Centralised operating teams
- Outsourcing Business Services
- Offshoring Legal & Paralegal teams

Client service



- Satisfaction questionnaires?
- Mystery shopping?
- Measuring is important but...
- ...More than just measuring it!
- Partnerships/relationships with clients
- Being part of their team

Technology



- How we use it & what we use it for
- Getting lawyers to use it
- Keeping up with new technologies
- AI



Regulatory change



- SRA consultation paper – Looking to the future
- Independent regulation
- Legal privilege
- Pricing publication



What does the future look like?



- New management structures
- Centralised operating teams
- Outsourcing Business Services
- Off-shoring/on-shoring Legal & Paralegal teams
- On-line legal services
- Alternative legal service providers
- Agile and flexible working

How do we get there?



- Change
- Culture
- Engagement
- Communication





Questions?