

THE LAW FIRM OF THE FUTURE

Lessons Learned at The MPF Leadership Conference

May 20, 2026

by

Roger E. Barton, Esq.

Managing Partner – Barton LLP

Cristiane R. Wolfe, Esq.

Co-Managing Partner – Krevolin & Horst

Uri Gutfreund

SVP and Managing Principal, Ames & Gough

John Remsen, Jr.

President, TheRemsenGroup

MPF WEBINAR

POWERED BY

TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm

TheRemsenGroup.com

The MPF Webinar Series



The MPF Webinar Series: Building the Law Firm of the Future
Lessons Learned at The MPF Leadership Conference
An MPF Webinar with Roger Barton and Cristiane Wolfe
May 20, 2026 – 2:00-3:00pm ET



Welcome



Uri Gutfreund
Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.
President and CEO, Managing Partner Forum
President, TheRemsenGroup



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Today's Guests



Roger E. Barton, Esq.

Managing Partner – Barton LLP – New York, New York



Cristiane R. Wolfe, Esq.

Co-Managing Partner – Krevolin & Horst – Atlanta, Georgia



UPCOMING PROGRAMS IN 2026

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **MPF Webinar: Generative AI 404 201** – June 18th @ 2:00pm ET
- **The MPF Fall Symposium – Empowering Women** – October 6-7, 2026, in Chicago, Illinois
- **The MPF Weekly** – Friday mornings
- **MPF Listserv** and Monthly **MPF Zoom Calls**
- **MPF Website** – www.ManagingPartnerForum.org



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TODAY'S WEBINAR

Lessons Learned at The MPF Leadership Conference

- 75 Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials
- Your Feedback on Today's Session




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AUDIENCE POLLING QUESTION

How many lawyers are with your law firm?



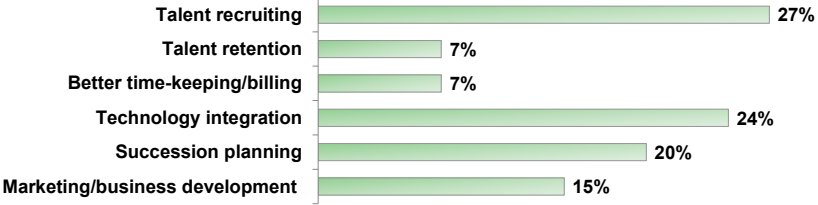
Lawyer Count	Percentage
10-25 lawyers	13.33%
26-50 lawyers	60%
51-100 lawyers	26.67%

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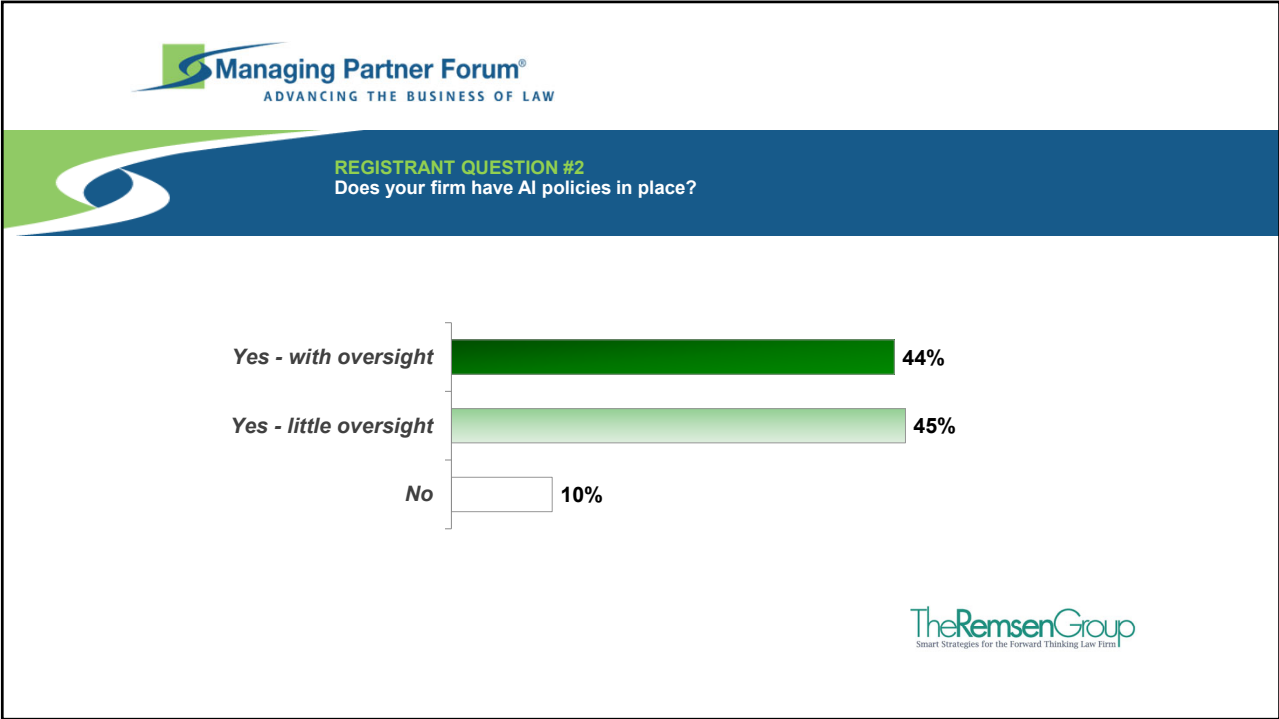
REGISTRANT QUESTION #1
From the list below, what is your firm's top priority in 2026?



Priority	Percentage
Talent recruiting	27%
Talent retention	7%
Better time-keeping/billing	7%
Technology integration	24%
Succession planning	20%
Marketing/business development	15%

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MAY 6-7, 2026
ATLANTA, GA

THE MPF 2026 LEADERSHIP CONFERENCE

Leadership Beyond the Status Quo

Future-Proofing Your Firm with AI and Strategy



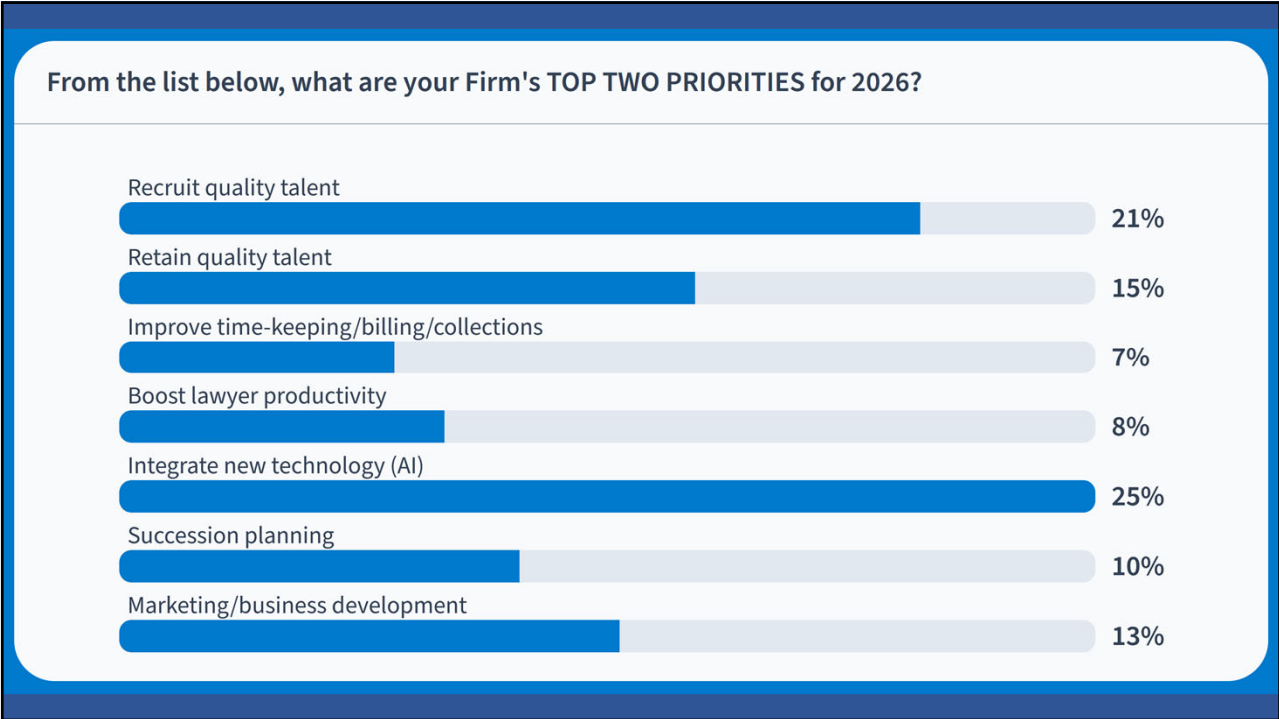
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Conference Participants


- **125** managing partners and firm leaders
- Leading firms with **3-330** lawyers
- **28** US states, **3** Canadian provinces, DC, BWI
- **67%** of you have been here before

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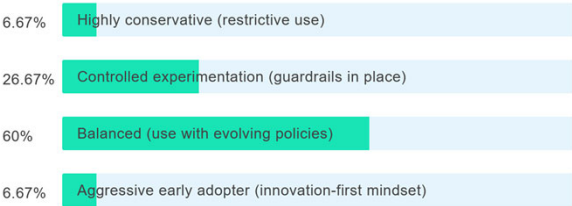


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AUDIENCE POLLING QUESTION

What best describes your firm's risk posture on Generative AI adoption?

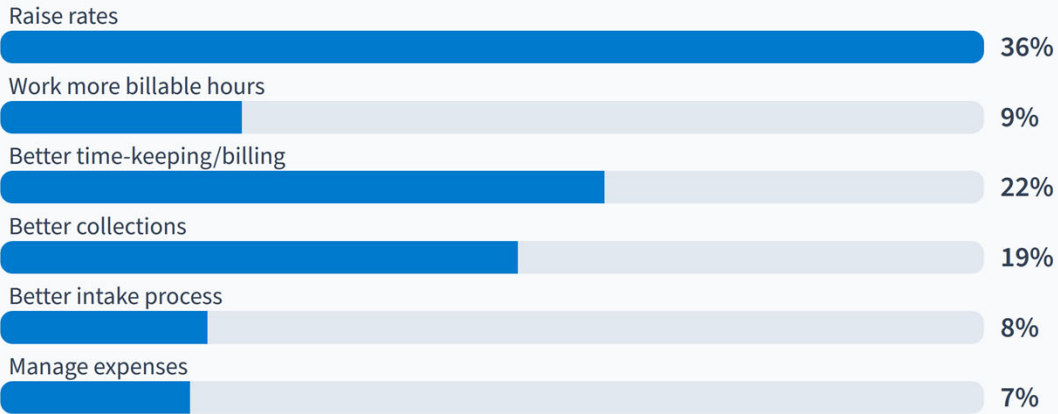


Risk Posture	Percentage
Highly conservative (restrictive use)	6.67%
Controlled experimentation (guardrails in place)	26.67%
Balanced (use with evolving policies)	60%
Aggressive early adopter (innovation-first mindset)	6.67%

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From the list below, what are the TOP TWO STRATEGIES your Firm has deployed to improve profitability in 2026?



Strategy	Percentage
Raise rates	36%
Work more billable hours	9%
Better time-keeping/billing	22%
Better collections	19%
Better intake process	8%
Manage expenses	7%

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AUDIENCE POLLING QUESTION

How are your clients reacting to your firm's use of Generative AI?

Reaction	Percentage
No client discussion yet	10%
Occasional inquiries	50%
Increasing scrutiny and formal questions	25%
Clients actively encouraging or requiring AI use	15%

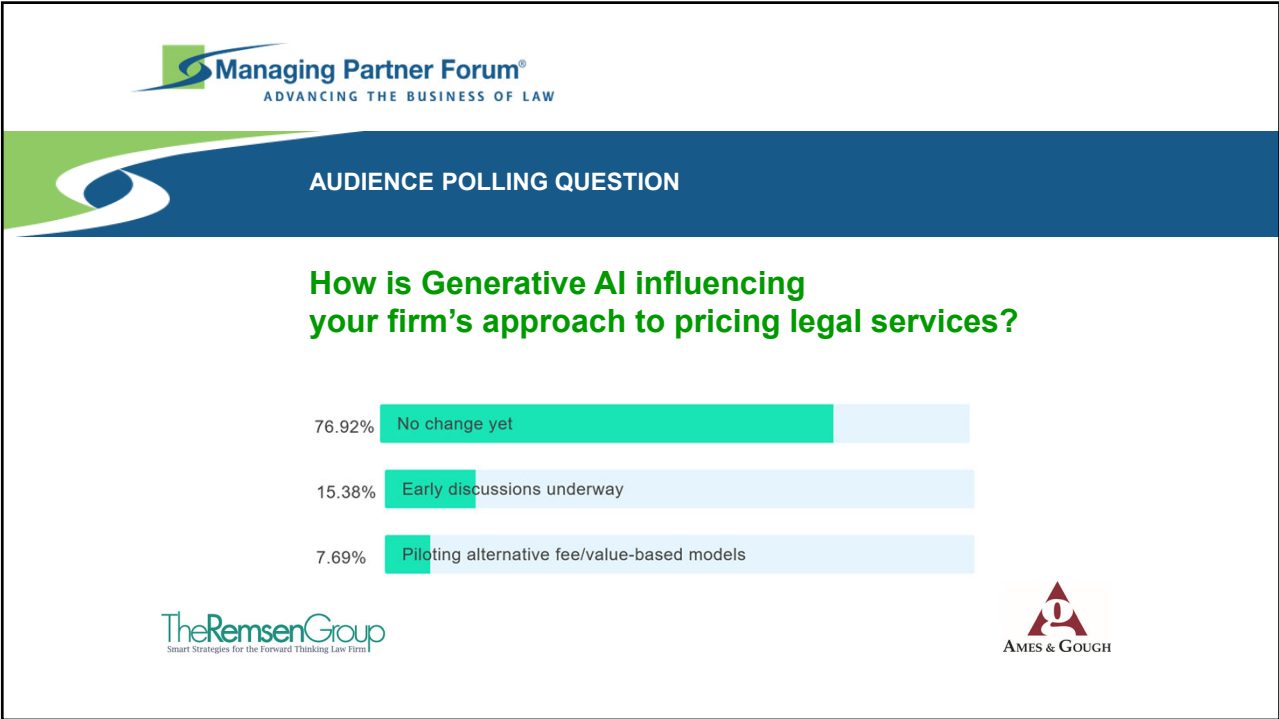
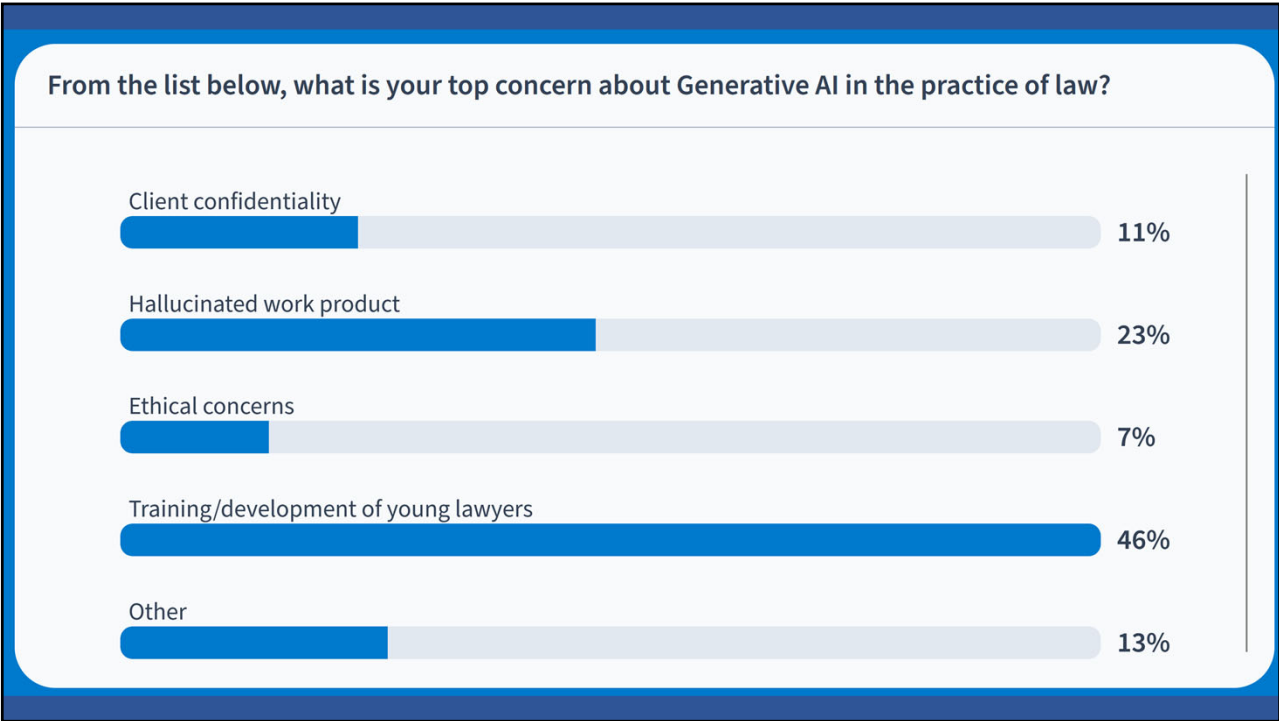
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Are clients starting to ask questions about your Firm's use of Generative AI?

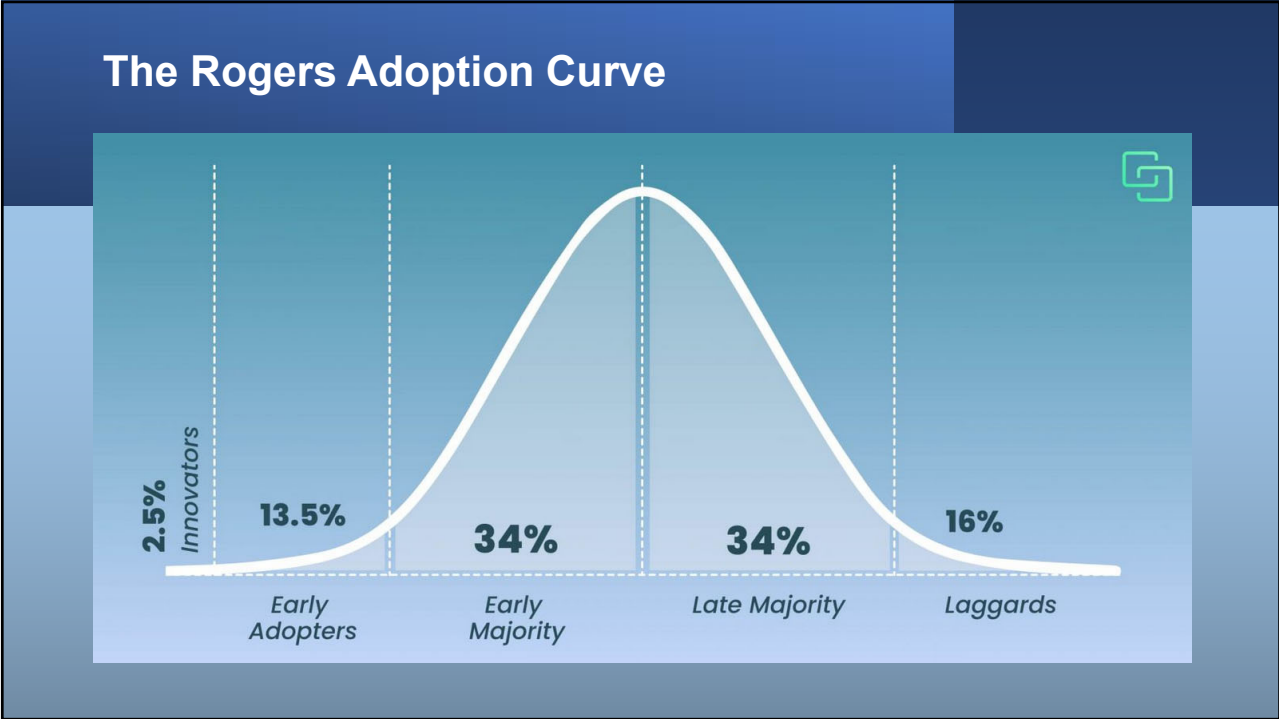
Frequency	Percentage
Frequently	8%
Occasionally	41%
Rarely	37%
Not yet	14%

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Guidance
for
Law Firm
Leaders

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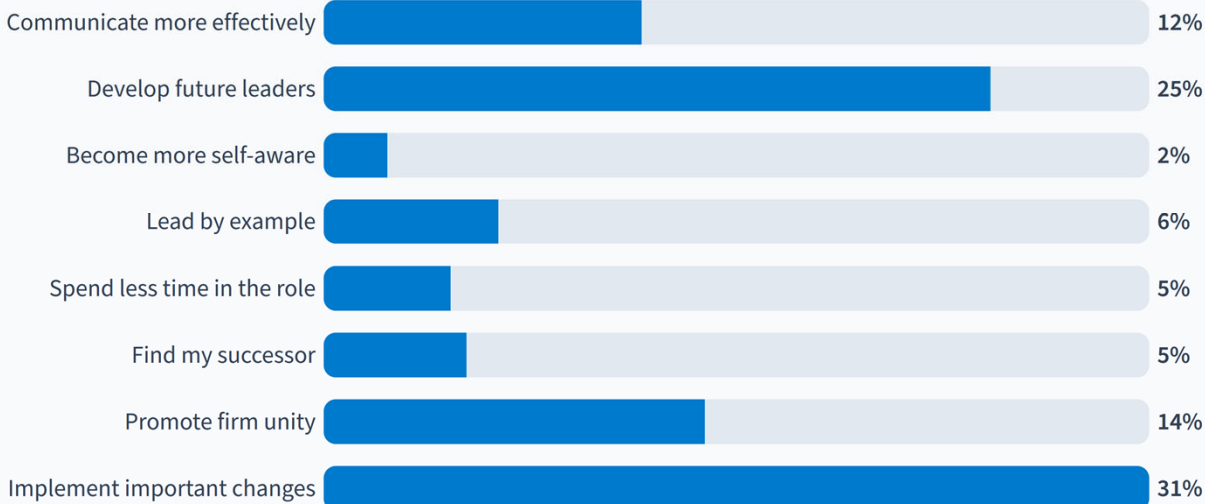


MPF GUIDANCE

- Lean into the Future with a Strategic Approach
- Dive into Generative AI – Platforms, Policy, Training
- Provide Training and Support
- Talk to Your Clients
- Educate Your Partners, Associates and Support Staff
- Experiment with Value-Based Pricing Models
- Be Transparent with Young Lawyers and Support Staff



From the list below, what are your TOP TWO PRIORITIES in 2026?



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REMINDERS

- Next MPF Webinar – June 17th @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Your Feedback on Today's Session
- Recap by 9Sail

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Thank You!


Roger E. Barton, Esq.
Managing Partner – Barton LLP – New York, New York


Cristiane R. Wolfe, Esq.
Co-Managing Partner – Krevolin & Horst – Atlanta, Georgia

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