

THE LAW FIRM OF THE FUTURE

Elevating Firm Growth: A Strategic Blueprint for Managing Partners

February 19, 2025

by

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John Remsen, Jr.
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MPF WEBINAR

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The MPF Webinar Series: Building the Law Firm of the Future
Elevating Firm Growth: A Strategic Blueprint for Managing Partners
An MPF Webinar with **Mark Carlson, Ben Chiriboga and Don Mrozek**
February 19, 2025 – 2:00-3:00pm ET



Welcome



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



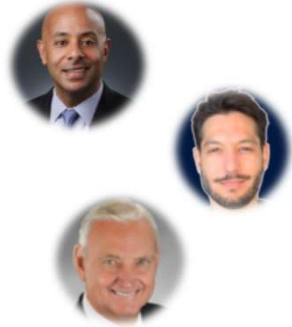
John Remsen, Jr.
President and CEO, Managing Partner Forum
President, TheRemsenGroup



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Today's Guests



Mark A. B. Carlson, Esq.
Chief Growth Officer, Baker Donelson
Atlanta, Georgia

Ben Chiriboga
Chief Growth Officer, Nexl
St Petersburg, Florida

Donald L. Mrozek, Esq.
Chair Emeritus, Hinshaw & Culbertson
Chicago, Illinois



Thank You!



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UPCOMING PROGRAMS IN 2025

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **The MPF 2025 Leadership Conference** – May 7-8, 2025, in Atlanta, Georgia
- **The MPF Fall Symposium** – Early October, in Chicago, Illinois
- **The MPF Weekly** – Friday mornings
- **MPF Listserv** and Monthly **MPF Zoom Calls**
- **MPF Website** – www.ManagingPartnerForum.org



TODAY'S WEBINAR

Elevating Firm Growth: A Strategic Blueprint for Managing Partners

- **110** 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?

Number of Lawyers	Percentage
Less than 10 lawyers	3.13%
10-25 lawyers	40.63%
26-50 lawyers	18.75%
51-100 lawyers	25%
More than 100 lawyers	12.5%

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AUDIENCE POLLING QUESTION

What is your firm's expectation for total revenue in 2025 compared to last year?


Revenue Expectation	Percentage
Flat	18.75%
3-5%	56.25%
6-10%	21.88%
More than 10%	6.25%

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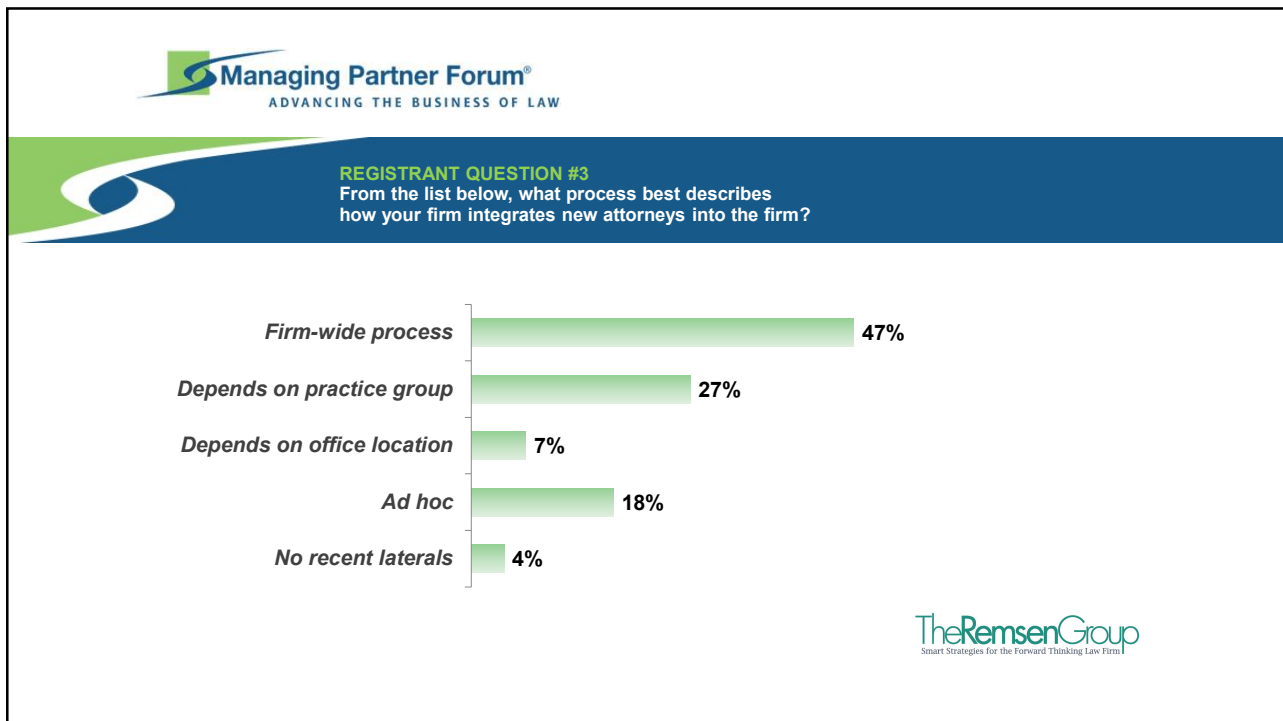
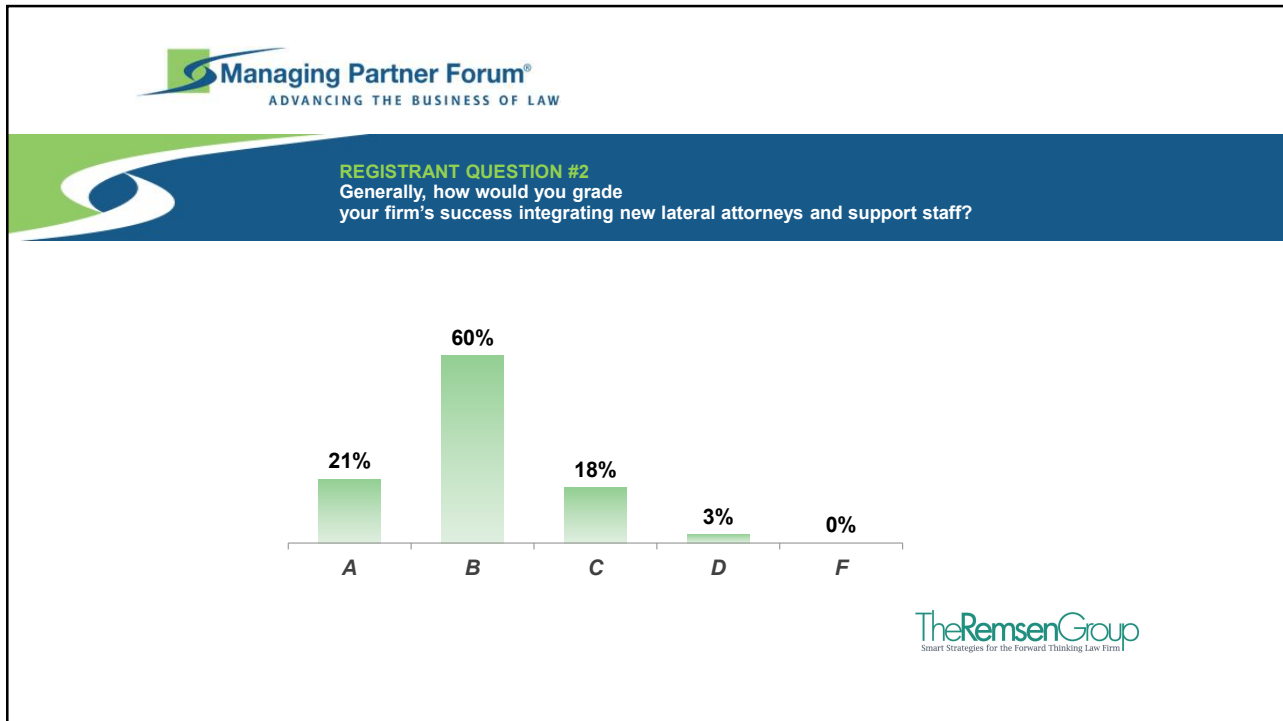
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REGISTRANT QUESTION #1
Which term best describes your firm's overall posture toward merger/acquisition?

<i>OK if we are acquired</i>	12%
<i>OK if we are dominant firm</i>	33%
<i>Not wild about it</i>	41%
<i>No way</i>	13%

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REGISTRANT QUESTION #4


Generally, how does your firm approach regional growth opportunities?


- Exploring options
- Working on growth plan now
- Historically tied to organic growth, open to the right laterals
- Cautiously
- Opportunistically
- Open to acquiring, but not actively seeking, opportunities
- Very open minded

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 **AUDIENCE POLLING QUESTION**

Does your firm use technology and/or competitive intelligence to drive growth?

7.41%	Yes, we use BI, CI, and analytics
25.93%	Somewhat, but not in a structured way
33.33%	No, but we're interested
33.33%	No, we rely on traditional growth methods

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AUDIENCE POLLING QUESTION

What do you believe it the #1 reason lateral hires fail?




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AUDIENCE POLLING QUESTION

From the list below, what is the biggest challenge when firms grow into new markets?

30.43%	Competition
30.43%	Cultural compatibility
34.78%	Internal execution
4.35%	Other

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MPF GUIDANCE

- Establish Firm Vision
- Develop Realistic and Achievable Growth Strategy
- Share the Plan
- Put Your People as Your Sales Force
- Deliberate, Proactive Integration Plan



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MAY 7-8, 2025 ♦ ATLANTA, GEORGIA



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REMINDERS

- Next MPF Webinar – **State of the US Legal Market** – March 19th @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Your Feedback on Today's Session
- Recap by 9Sail
- Check out The MPF-AI Community

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 **CONTACT US**

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