

MPF Webinar Series: The Law Firm of the Future



The MPF Webinar Series: Building the Law Firm of the Future

BIG BOLD Predictions for 2025

An MPF Webinar with Uri Gutfreund and John Remsen, Jr.

December 18, 2024 – 2:00-3:00pm ET



TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm



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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UPCOMING PROGRAMS IN 2025

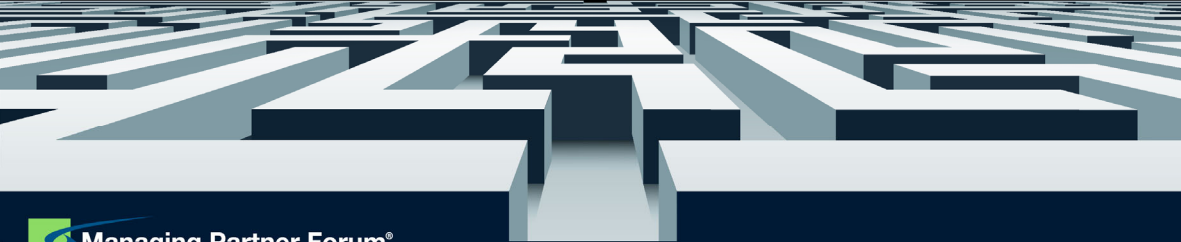
- MPF Webinar Series – Third Wednesday @ 2pm ET
- The MPF 2024 Leadership Conference – May 7-8, 2025, in Atlanta
- The MPF Fall Symposium – Empowering Women – October 2025, in Chicago
- *The MPF Weekly* – Friday mornings
- MPF Website – www.ManagingPartnerForum.org
- MPF Listserv and Monthly MPF Zoom Calls



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MPF AI COMMUNITY**

An exclusive
community for
smaller and
midsize law firms

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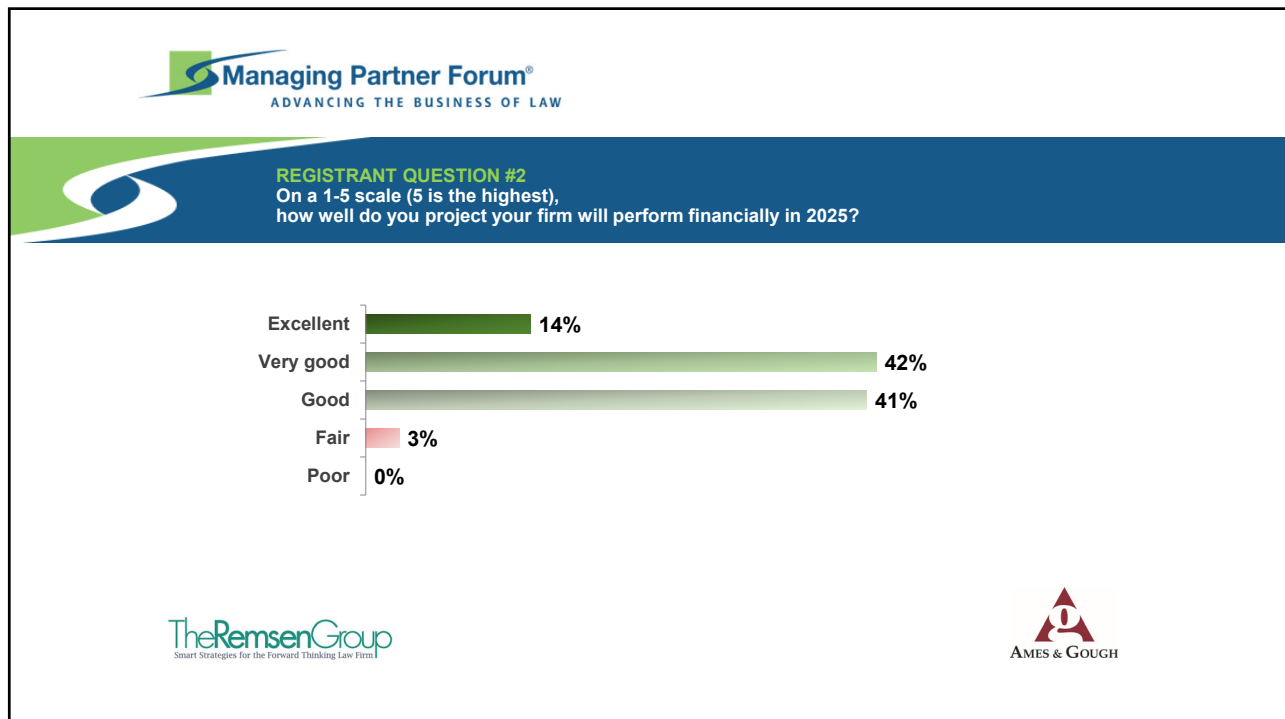
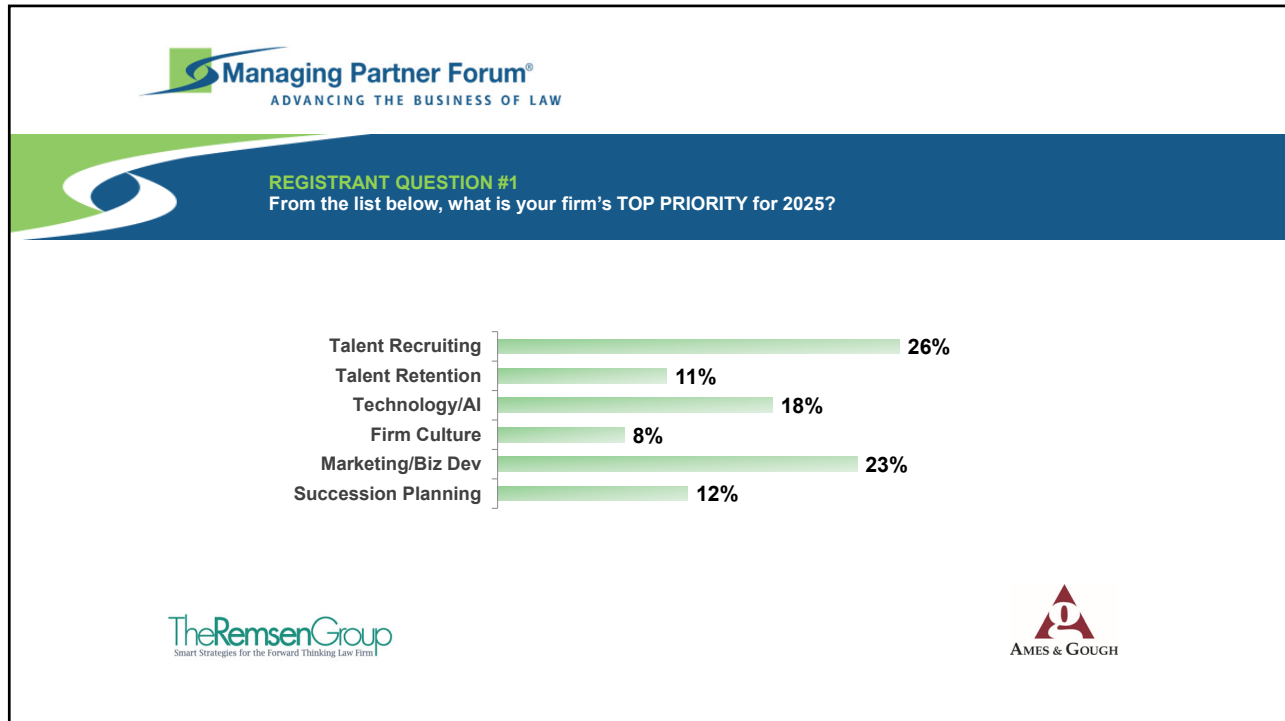


TODAY'S WEBINAR

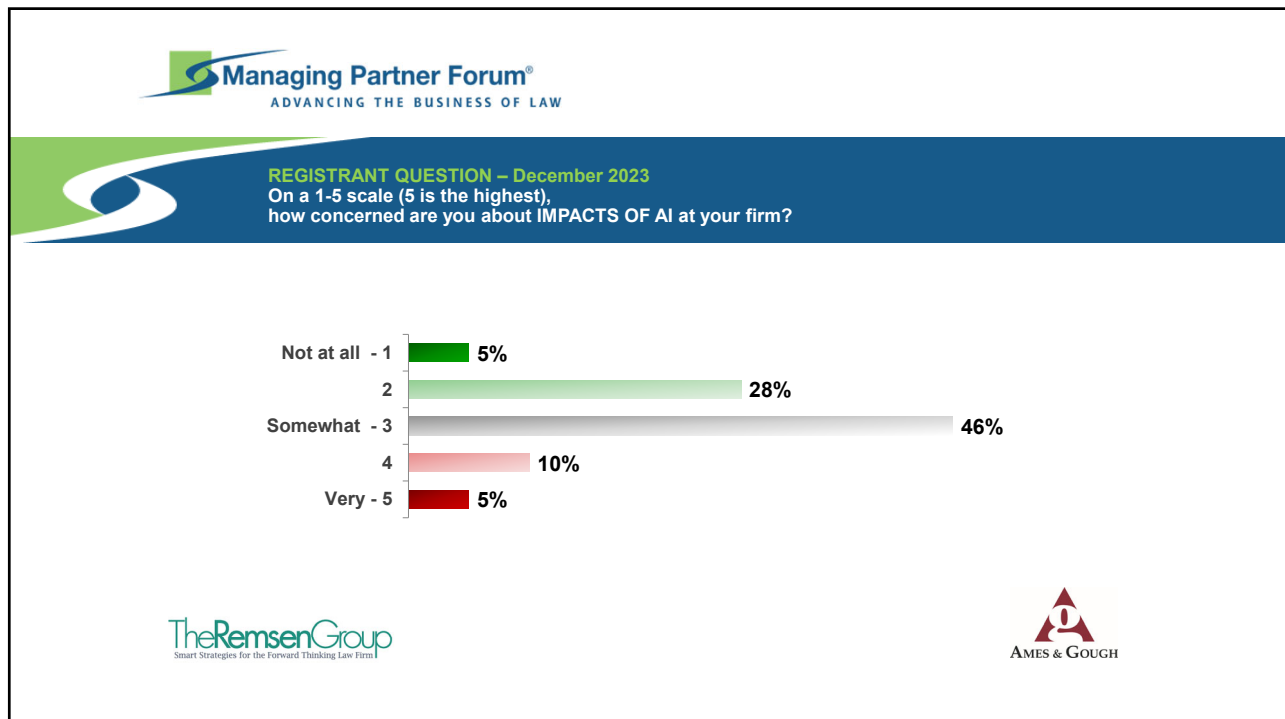
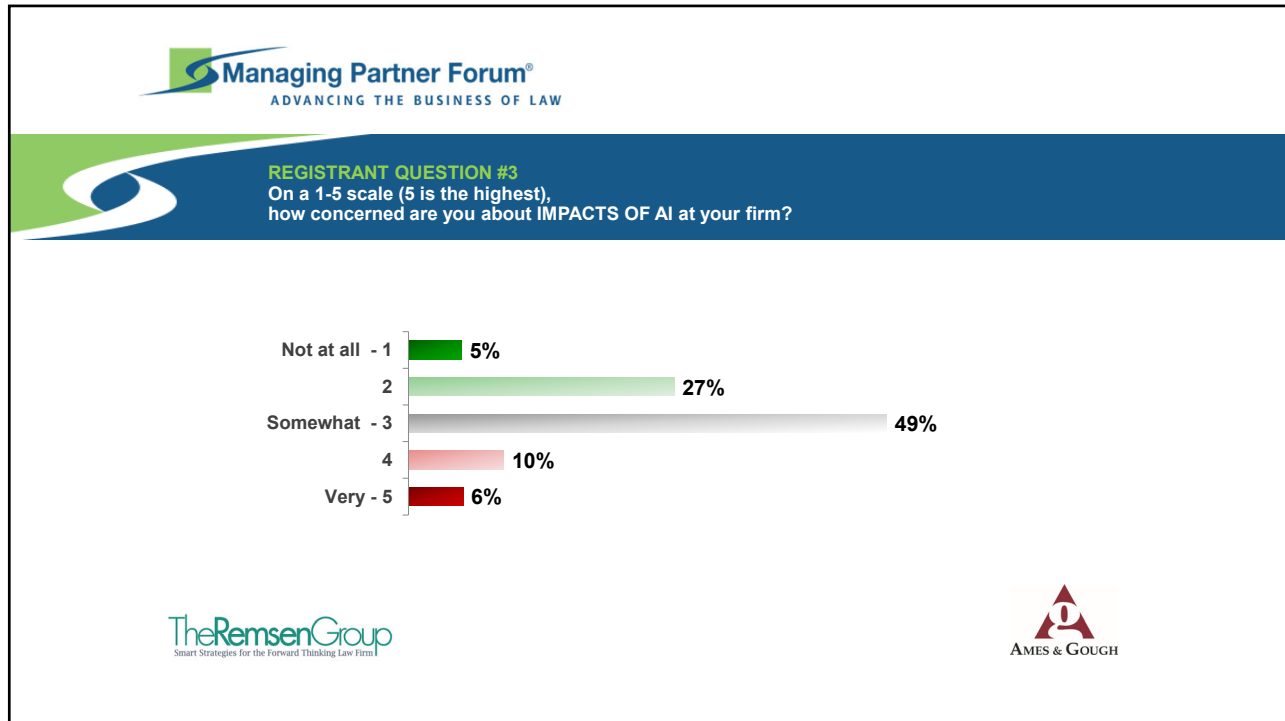
- Today's Topic: **BIG BOLD Predictions for 2025**
- 95 Managing Partners and Law Firm Leaders
- Registrant Survey Results, Audience Polling Questions and Question Box
- On-Demand Recording, Handout Materials, Recap by 9Sail
- Your Feedback on Today's Session



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REGISTRANT QUESTION #4
Your BIG BOLD Predictions for 2025

- 2025 will be "Gangbusters for Business"
- A really good year for mid-sized firms
- Battle to acquire and retain talent
- AI takes more of a tangible leap on the daily workings of a law firm
- AI will mean the end of the billable hour. AFA's will become the new normal.
- Compensation - firms will explore ways to include subjective criteria
- Firm generation gap expands exponentially as seasoned attorneys avoid AI
- Firms who are not properly utilizing tech and AI will be left behind



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REGISTRANT QUESTION #4
Your BIG BOLD Predictions for 2025

- Integration of AI into current operations will initially fall on deaf ears, then see rapid adoption
- Increasing law firm cyber attacks
- Lots of changes with regulatory practices
- Major innovation in closed source AI
- Massive recession, upheaval, unprecedented government incompetency and turmoil
- More law firm mergers
- Staying the course will provide for continued growth and success
- Profit in firms that do commercial firms will increase b/c their will be optimistic about economy



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REGISTRANT QUESTION #4
Your BIG BOLD Predictions for 2025

- Talent will be on the move
- Technology decisions and costs will be critical to the performance, and profitability of many firms
- The billable hour model will be gone by the end of 2025
- Usage of AI turns into a disaster for at least a few firms in the nation
- We will see more return to office policies
- With our most recent election, who knows



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AUDIENCE POLLING QUESTION #1

How many lawyers are with your firm?



Percentage	Lawyer Count Range
8.82%	Less than 10 lawyers
26.47%	10-25 lawyers
11.76%	26-50 lawyers
38.24%	51-100 lawyers
14.71%	More than 100 lawyers

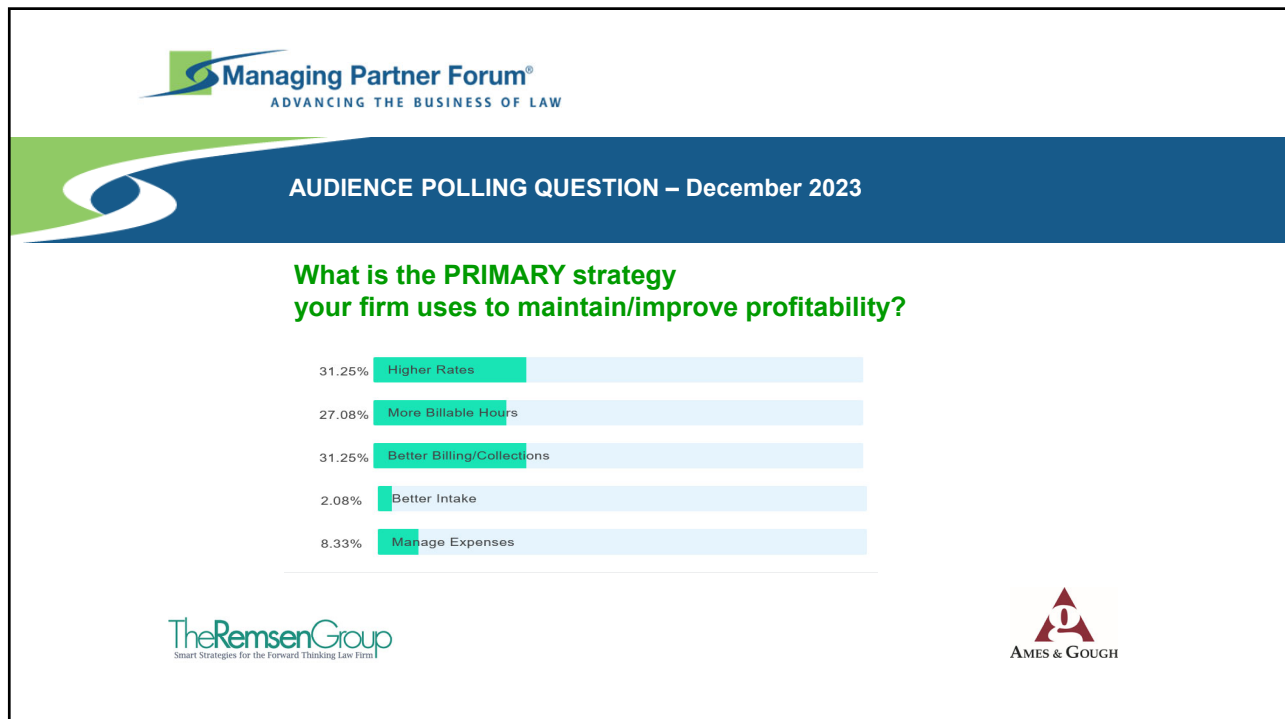
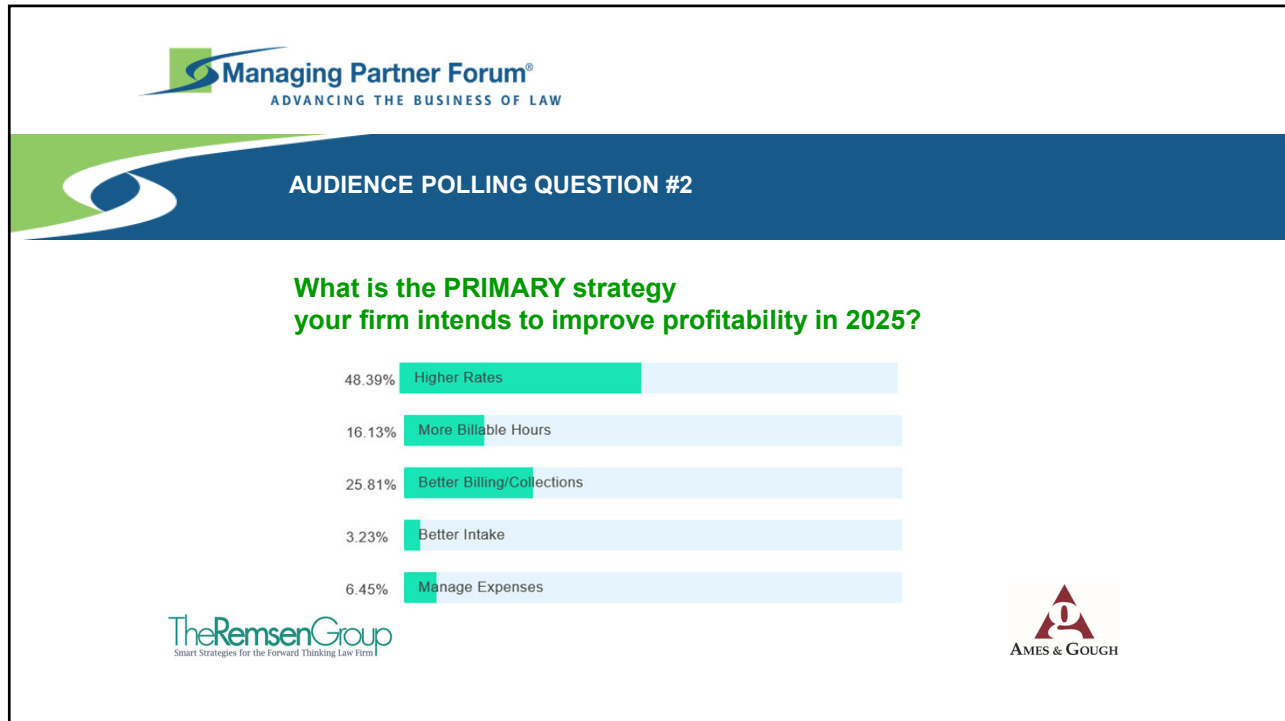


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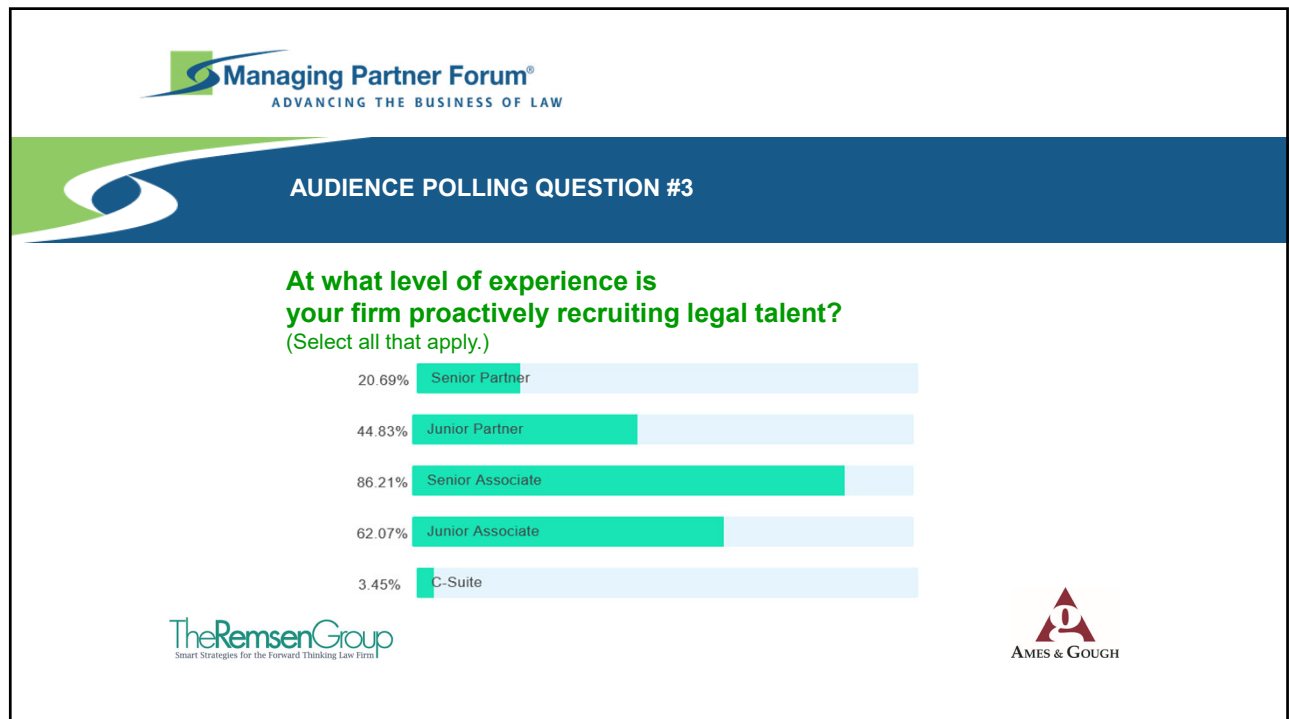
MPF WEBINARS IN 2024 – “BEST OF SHOW”

- “Improving Your Law Firm's Profitability in 2024 and Beyond” – January
- “Trends in Law Firm Compensation Systems” – March
- “Retention Reality: What Really Matters to Today's Associate Attorneys” – May
- “Performing Due Diligence on Lateral Hires” – July
- “The Rise of the Law Firm C-Suite” – September
- Go to ManagingPartnerForum.org for complete archive

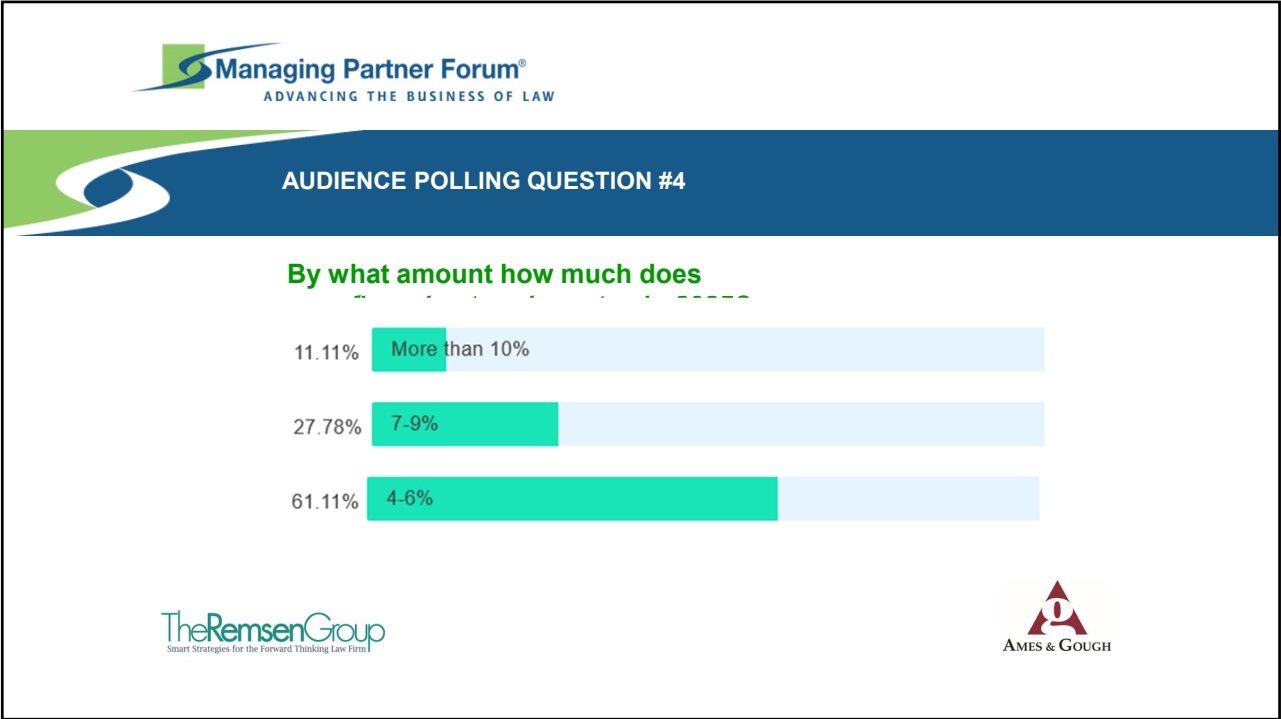


**Our BIG BOLD
Predications for 2025**







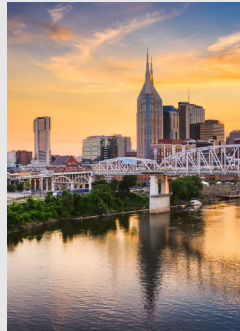




Hot Practice Areas



Hot Markets





Law Firms Will Start to Take Crypto



**The Billable Hour
Will Continue to
Die...SLOWLY**







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WEBINAR RECAPS

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REMINDERS

- On-Demand Recording, Handout Materials, Recap by 9Sail
- Your Feedback on Today's Session
- **Next MPF Webinar** – January 15, 2025
- **The MPF 2025 Leadership Conference** – May 7-8, 2025, in Atlanta



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