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# Keys to Riding the Wave of Change

Competition with peer firms, alternatives to law firms, emphasis on diversity, and more, are forcing legal marketers to evolve their thinking and the way that their law firms serve clients. The legal industry is constantly evolving – now more than ever – making it critical to peek around the corner at what's changing and how we can adapt to these changes.

Below are eight keys to riding the wave of change:

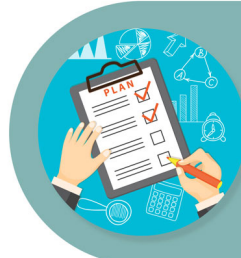
## 1 BE A CHAMPION FOR CHANGE

Instead of doing what's always been done, start emphasizing getting it done the right way using the tools on hand – operations, talent, technology and financials.



## 5 HAVE A CRISIS PLAN IN PLACE

Own the narrative and get ahead of the issues. If a crisis does occur and you don't have all of the answers, be transparent.



## 2 FOCUS ON COMMUNICATION & COLLABORATION

Put less emphasis on the billable hour and consider how to leverage internal resources differently to create more value for clients.



## 6 LEVERAGE LITIGATORS' SKILLS IN BUSINESS DEVELOPMENT

Help litigators understand that business development involves the same skills as those of a litigator, and work to leverage those skills.



## 3 LAUNCH A CROSS-PRACTICE INITIATIVE

Develop an internal information-sharing process to create more business opportunities and set the stage for success.



## 7 MOVE AWAY FROM OPERATING 24/7

Positively impact your productivity and well-being by taking time to laugh, breathe, or refocusing with a 5-minute break.



## 4 USE A BUSINESS DEVELOPMENT COACH

Use a coach to enhance business development skills – all of your attorneys won't be natural rainmakers. Measure success by tracking new relationships.



## 8 USE FACTS WHEN COMMUNICATING

Establish credibility and avoid anger with colleagues by using facts. This improves productivity and creates better employee relationships and satisfaction.

