Partner retreats and conferences are perfect sounding boards to build buy-in and focus on a firm’s strategic priorities or to introduce new or innovative themes. We can help design a session for your partner retreat that is impactful, relevant, and engaging. Thomson Reuters® sessions are built around our immense amount of international legal industry data and experience working with both law firms and legal departments.

**TALENT ATTRACTION AND RETENTION**

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<tr>
<th>Topic</th>
<th>Why firms choose this topic</th>
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| Harnessing the power of future top talent                  | Associates and junior partners are the future leaders of all firms. Firms that can retain their top talent have a significant edge.                                                                                                         | • Drivers of associate engagement  
• Talent retention strategies  
• Development of high performing teams  
• Associate engagement scorecard                                                                                                                                             |
| Purpose and ESG: the key to a successful talent strategy    | Develop a purpose which resonates with current talent and clients, and will attract the best future talent.                                                                                                                                   | • Why purpose matters  
• What do lawyers see as their purpose  
• Importance of a firm’s ESG proposition to self and clients  
• Potential impact on the community and/or wider society                                                                                                                         |
| Diversity, equality, and inclusion: attention equals retention | Understand the reasons why lawyers choose to stay or leave their firms based on first-of-its-kind research.                                                                                                                                   | • Review empirical data that pinpoints the factors that would cause diverse lawyers to stay or leave a firm  
• Understand preferences of different groups of diverse lawyers  
• Learn best practices of firms across the world  
• Adapt and/or build a better diverse lawyer retention strategy for your firm                                                                                                     |
### CLIENT ACQUISITION & GROWTH STRATEGIES

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| Seven proven ways to capture a higher percentage of client wallet share | Compilation of strategies and techniques that are proven to provide consistently strong client service.  
  - Drive high client satisfaction  
  - Provide greater or differentiated value to clients compared to competitors  
  - Help make clients long-term advocates |  
  • Seven tools and tactics to gain a higher percent of a client’s wallet share  
  • Impact of each tool  
  • Best practices |
| What clients really want — gather, understand, and adapt    | Clients spend an average of two times more with firms where a formal client feedback loop is in place. |  
  • Why client feedback is important and the impact on client relationships  
  • Best practices for client listening sessions  
  • Questions to ask, and how to ask them |
| Sector & industry strategies that work                       | Based on Thomson Reuters research, firms who understand their clients’ business are rewarded by capturing three times as much of their clients’ spend compared to those who don’t. |  
  • What sector success looks like  
  • Sector planning and measurement  
  • What clients look for in sector specialism and impact of specialists  
  • Profile of sector specialists  
  • Best practice versus your firm  
  • Areas lawyers want more support from their firm |
| Brand positioning for profitable market differentiation      | Clients spend two times more with their favored firm. Firms can create affinity by building a brand that is relevant, unique, and authentic. |  
  • Impact of brand affinity on clients  
  • Overview of your firm’s brand and position in selected markets  
  • Drivers of awareness  
  • Tools and methodologies to help partners articulate their brand promise to clients  
  • Considerations for how that promise is best kept by everyone at the firm |
| Reap the rewards: collaborative teams and client-centric lawyers | Clients spend an average of 56% of their external legal spend with teams who have three stand-out lawyers. |  
  • Patterns in collaboration and impact on engagement  
  • When and why to collaborate  
  • Training and systems needed to enable collaboration  
  • Barriers to collaboration — domestic and cross-border  
  • Successful ingredients for effective collaboration |
| Retaining star lawyers and align up-skilling to clients needs | Clients spend upwards of 31% more with firms that have stand-out lawyers. Learn how to recognize and develop the key strengths to build your firm’s stable of stand-out lawyers. |  
  • Characteristics of stand-out lawyers  
  • How stand-out lawyers benefit law firms and client spend  
  • Understand how to recognize and develop your firm’s stand-out lawyers |
## THE FUTURE OF THE LEGAL PROFESSION

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| **Future working practices: an opportunity to thrive** | The business of law is changing at a rapid pace. To keep up with clients, firms must have more than just a plan, they must have a plan based on insight. | - Working components of the successful firm of the future  
- Developing junior lawyers in a virtual world  
- What skills/competencies are increasingly important for law firms to demonstrate according to clients?  
- Create working practices, processes, and structure that maximize people’s ability to work effectively  
- Maximize people’s effectiveness through improving wellbeing at firms  
- Inspire lawyers to develop the right skillsets |
| **The importance of an innovative culture** | Clients spend an average of 32% of their legal spend with a law firm when they see evidence of innovative approaches. | - Innovations effects on client relationships  
- What clients see as innovative  
- Partner attitudes to innovation  
- Bring clients innovative solutions to their challenges  
- Best practice innovation functions  
- Inform innovation plan  
- Inform L&D agenda  
- Develop innovative solutions to fill gaps and enable people to deliver solutions |

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### START PLANNING FOR A MORE SUCCESSFUL FUTURE

Tell us what success looks like for you and we will talk you through all the ways in which our data-led advisory team can partner with you to make it happen: [tr.com/advisory-services](https://tr.com/advisory-services)