



PARTNER RETREATS: INSPIRE & ENCOURAGE 2022

Partner retreats and conferences are perfect sounding boards to build buy-in and focus for 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

Topic	Why firms choose this topic	Content & curriculum
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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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

Topic	Why firms choose this topic	Content & curriculum
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. <ul style="list-style-type: none"> • Drive high client satisfaction • Provide greater or differentiated value to clients compared to competitors • Help make clients long-term advocates 	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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

Topic	Why firms choose this topic	Content & curriculum
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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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

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