



August 2010

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[Welcome](#)

Dear John -

Welcome to our August issue.



[Web Seminar](#)

Recording of Our July Web Seminar

We are proud to announce the inaugural Managing Partner Forum for New England Law Firms on November 4th in Boston. This will be our 17th law firm leadership conference, and we're presenting it in affiliation with [Law Practice Consultants](#). Sponsors include LexisNexis, Boston Business Journal, Marbury Creative Group and TheRemsenGroup. Details will follow.



[MPF White Paper](#)

Highlights of The MPF 2010 Annual Conference

Last month, we started a [Managing Partner Forum blog](#), with updates twice a week. We're currently writing about the role of the managing partner and the amount of time required to be an effective firm leader. [Click here to check it out.](#)



[Featured Articles](#)

Four New Articles Every Firm Leader Should Read

As always, we feature several timely articles on law firm leadership and management in the newsletter, and have also added them to our growing library of resources on the MPF Website. [Scroll down for details.](#)

Please feel free to forward this newsletter to others at your firm.



John Remsen, Jr.
President and CEO

WEB SEMINAR - Recorded Version



Ten Keys to Develop and Implement YOUR FIRM'S DREADED STRATEGIC PLAN

Last month, we presented yet another in our series of Web seminars - this one providing practical guidance to develop and implement an effective strategic plan at your firm. The recorded version, including a comprehensive set of handout materials, is now available for just \$95. We provide a link that allows you to play it as many times and to as many audiences at your firm as you'd like.

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MPF WHITE PAPER - Complimentary

The MPF 2010 Annual Conference A Summary of Discussion Points and Findings

by Charles F. Huxsaw and John Remsen, Jr.

More than 90 managing partners, firm leaders and consultants to the legal industry participated in The MPF 2010 Annual Conference on April 29th in Atlanta, Georgia. This comprehensive [White Paper](#) summarizes the key findings revealed through the use of state-of-the-art Audience Participation Technology. It focuses on how law firms approach strategic planning and the role of the managing partner; including what they do, how much time they spend in the role and how they get paid for all that non-billable effort. This is really good stuff, and **it's complimentary for our subscribers!**

[→ Get White Paper/Learn More](#) | [Back to Top](#)

FEATURED ARTICLES

Every month, we review more than a dozen newsletters and periodicals and feature the best articles we find on the MPF website. Here are a few recent additions.

What's Really Going On In Today's Legal Departments?

by Lauren Williamson

Good news for smaller and mid-sized firms, according to this article which appears in the current issue in *Inside Counsel* magazine. According to a recent survey of 550 in-house counsel, 65% say they have retained more smaller, regional law firms over the past two

years. The reason? Lower price tag for legal services. But there is even better news for smaller and mid-sized firms. They say they will continue using them, even after the economy improves.

[Click here for the full story.](#)

Why Do Law Firms Die?

by J. Mark Santiago

There are three common reasons why law firms fail, says this article that appears in the June edition of ABA's *Law Practice* magazine. Lack of leadership. Lack of strategic focus. Lack of financial discipline. Don't let your firm be among those that fall apart or seek refuge through an acquisition.

[Click here for the full story.](#)

Success Stories:

Eight Ways to Help Your Firm Survive - and Thrive

by Erin Brereton

This article from ALA's *Legal Management* magazine provides numerous practical, common-sense ways a law firm can improve its profitability. Among its suggestions: Stay current on collections and invest in technology to improve efficiency.

[Click here for the full story.](#)

Alternative Billing Ideas

by Audrey H. Rubin

Alternative fee arrangements (AFAs) are a hot topic these days. Just about every agenda at law firm management conferences over the past few years has at least one or two sessions on the issue. The Association of Corporate Counsel (ACC) seems to be deadly serious about them, too. Yet, most law firms are not in a very good position to act confidently. This article explains AFAs in simple and easy-to-understand terms.

[Click here for the full story.](#)

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