

December 2010

IN THIS ISSUE**Welcome****White Paper**
State of Law
Firm Leadership**Featured Articles**
Recommended
Reading for
Law Firm Leaders

Happy Holidays and welcome to our December issue.

This month's White Paper is entitled "The State of Law Firm Leadership" written by Patrick McKenna. We also feature several timely articles, including Bob Denney's "What's Hot and What's Not" report, and three examples of law firm social media policies. If your firm does not have formal social media policies, now is the time to put them in place. [Scroll down for details.](#)

As always, please forward this newsletter to others at your firm.

Finally, we'd like to wish you and your firm much success in the New Year.



John Remsen, Jr.
President and CEO

WHITE PAPER - State of Law Firm Leadership**The State of Law Firm Leadership**

by Patrick J. McKenna

Last month, Patrick McKenna published this brief paper in which he reports the survey results to a series of questions posed to 92 firm leaders of law firms with more than 100 lawyers. Its findings are very consistent with data we collect using audience polling technology at our conferences, and as reported in our MPF White Papers. For example, 72% of managing partners do not have formal job descriptions,

and 87% don't have a leadership succession plan in place.

[→ Click Here to Download](#) | [Back to Top](#)

FEATURED ARTICLES

Every month, we review dozens of articles and other writings about law firm leadership and management, and we feature the best of the bunch on our growing MPF Website. We've added the following articles in December.

What's Hot and What's Not in the Legal Profession

by Robert Denney

Every December, Bob Denney distributes his annual report entitled "What's Hot and What's Not in the Legal Profession." This is the 22nd year he has compiled his observations and shared them with clients and friends. In this year's edition, Bob reports that law firms are adopting formal social media policies (see below) and, after a one or two-year hiatus, are getting back to holding their annual Firm Retreats.

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

Social Media Policies and Procedures

by Larry Bodine, John Byrne and Jaffe PR

By now, almost every AmLaw 200 firm has developed and implemented a formal set of policies and procedures regarding online social media - from Facebook and LinkedIn, to blogs and chat rooms - used by its lawyers and staff. Violations of client confidentiality, the unintentional creation of lawyer/client relationships and adherence to bar advertising rules and regulations are (and should be) top concerns for law firm leaders. However, we've noticed that most smaller and midsize firms have yet to adopt such formal policies and procedures. If your firm has not already done so, **now is the time to act!** To help, we've added three of the best examples of social media policies we've found to the "Marketing" section of the MPF Website.

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

Sustainability: How Value-driven Law Firms Are Surviving Tough Times and Prospering Over the Long Term

by William R. Blackburn

This thought-provoking article was recently featured in *Law Practice Today*, the ABA's monthly online magazine. In it, William Blackburn reports on a growing number of law firms that have adopted new models of governance to help them survive, even thrive, in both good times and bad. He profiles numerous firms that have implemented broad-based sustainability initiatives -- cultural, social, economic, environmental, and financial -- to ensure their long-term prosperity and well-being.

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

jremsen@managingpartnerforum.org

Sent to:
jdelgado@theremsgroup.com
If you prefer not to receive
future e-mails of this type,
[Leave this List.](#)

Sent By:
TheRemsenGroup
727 Kirkwood Avenue SE
Atlanta Georgia 30316
U.S.A.

powered by **Swiftpage** 

To view as a [web page](#).

[Forward to a Friend](#)