

**November 2011****IN THIS ISSUE****Welcome****MPF Fall Leadership Conference**November 16, 2011  
Chicago, Illinois**The First 100 Days**January 26, 2012  
Miami, Florida**Book of the Month**

Managing the Modern Law Firm

**Featured Articles and Resources**Three New Articles and Resources  
Every Firm Leader Should Know About**MPF Flash Survey**

Best Ways to Improve Profitability

Welcome to our November issue.

It's not too late to register for **The MPF 2011 Fall Leadership Conference**, which will be held on Wednesday, November 16th, at the University Club of Chicago. [Click here](#) to register and learn more.

Our next program – called **The First 100 Days** – is designed especially for new managing partners and will take place on Thursday, January 26th, at the University of Miami. Scroll down for details.

This month's book is **Managing the Modern Law Firm** by Laura Empson. It provides a thought-provoking blend of solid research, scholarly analysis and practical insight.

As always, we've added a few new articles and resources to the **MPF Website** this month. Scroll down for details.

Finally, this month's **MPF Flash Survey** asks managing partners about the most effective ways their firms have improved profitability over the last past three years.

As always, we encourage you to forward this newsletter to others at your firm.



**John Remsen, Jr.**  
President and CEO

## FALL LEADERSHIP CONFERENCE



### **The MPF 2011 Fall Leadership Conference**

November 16, 2011 ♦ Chicago, Illinois

It's not too late to register for our Fall Leadership Conference, which will take place on Wednesday, November 16th, at the University Club of Chicago.

The participants are high-level. The format is intimate and interactive. This allows for maximum peer-to-peer learning on topics such as firm leadership, strategic planning, compensation systems, growth strategies, and marketing and business development.

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

## THE FIRST 100 DAYS



### **The First 100 Days:**

#### **Master Class for the New Managing Partner**

January 26, 2012 ♦ Miami, Florida

Registration is now open for this full-day conference designed especially for brand new managing partners. More than 70 managing partners have previously participated in this program, which is led by Patrick J. McKenna and Brian Burke.

Your registration includes the course, PP slides, handout booklets, a confidential personality assessment, and 100 days of follow-up support.

Sign up today and save \$500.

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**BOOK OF THE MONTH:**  
*Managing the Modern Law Firm*

***Managing the Modern Law Firm:  
New Challenges, New Perspectives***

*by Laura Empson*

As the legal profession evolves, competition heats up and law firms continue to grow, an increasing number of firms are choosing to run themselves more like businesses and less like loose confederations of sole practitioners. Many lawyers are appalled by this creeping "corporatization" of the profession, while others believe it's time to adopt more streamlined structures and management practices.

This book, edited by Laura Empson, provides a rich blend of historical perspective, scholarly analysis, and practical insight by an impressive group of professionals and academicians. It gives firm leaders plenty to think about.

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**FEATURED ARTICLES & RESOURCES**

As always, we've posted a few new articles and resources to the MPF Website. We group articles and other resources into six main subject areas: planning, leadership, compensation, growth, marketing and profitability. Take a look and forward what you like to others at your firm.

**ABA Web Seminar -  
Strategic Planning for Law Firms: 10 Critical Steps to Success**

*by John Remsen, Vince Valenza and Bob Young*

Even today, 60% of mid-size commercial law firms do not have a written strategic plan. However, 90% of the managing partners at firms that do have a plan say it has led to improved firm profitability and performance. Why, then, do most firms still not have a firm-wide strategic plan? The reasons vary...but it's not really that hard to develop one if you go about it in a thoughtful, systematic way. This is a timely and helpful program if your firm is thinking about embarking on a strategic planning initiative.

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

**Ten Tips to Improve Profit in 90 Days or Less**

*by Eric Dewey*

In our November MPF Flash Survey, managing partners reveal the most effective ways their firms have improved profitability over the last three years. Their answers, in order of effectiveness, are 1) Improved Billing and Collections Practices, 2) Marketing and Business Development, 3) Improved Efficiency in Staffing Matters, and 4) Rate

Increases, where possible. Now comes Eric Dewey offering his own ten tips to improve profits – ranging from dealing with underperforming partners to calling on top clients – that can be implemented in 90 days or less.

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

### **International Review - Fall 2011**

*by Patrick McKenna*

Twice a year, MPF faculty member Patrick McKenna publishes and distributes his magazine called *International Review* to leaders of firms with 50 or more lawyers in the US and Canada. He is kind enough to make it available to our readers, as well, in PDF format. This issue includes articles about strategic planning, leading change and handling difficult partners.

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



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## **MPF FLASH SURVEY - November 2011**

### **Best Ways to Improve Profitability**

We recently introduced a new section to our Website's home page called the **MPF Flash Survey**. We'll update the section frequently, highlighting timely factoids and survey results.

We recently asked 40 managing partners to tell us the most effective things their firms have done to improve profitability over the last three years. Cutting overhead wasn't one of them.



[Click Here for the Answer](#) | [Back to Top](#)

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