HOW TO ACCELERATE FIRMWIDE GROWTH THROUGH SMARTER COLLABORATION

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Session Abstract

Collaboration is more important than ever for law firms because of two converging trends. First, law firms have gobbled up talent and capabilities in the effort to advance client value and firm revenues. Now, with rising expenses, firms need synergies and a greater return by seeing existing and new talent collaborate effectively across silos.

Second, from an individual perspective, professionals, new and existing, have a heightened expectation of being incorporated into the fabric of the expanding firm—both in culture and client service. This includes being considered for opportunities across silos that align with their skills, experience, and, most importantly, aspirations—to enhance their professional growth and fulfillment. These professionals want to collaborate more. But in each of these cases, barriers are preventing desired results, and in some cases creating frustration.

Firms must exam their culture, strategies, and operations from a collaboration perspective to achieve "Smarter Collaboration," as coined in the best-selling book by Dr. Heidi Gardner, to achieve higher revenues, client satisfaction, and employee engagement.

All firms collaborate at some level, yet every firm faces obstacles to smarter collaboration that aren't always obvious. In fact, firms frequently jump directly to disparate initiatives

without really identifying a problem. Clinton will introduce the new Smart Collaboration Diagnostic and identify the barriers frequently seen across the dozens of law firm engagements. The Diagnostic is designed and proven to help leaders obtain a clear-eyed view of a firm's readiness to implement a collaboration-related strategy and identify how and where to spend their energy to foster smarter collaboration.

Objectives
- A case for investing in smarter collaboration
- Frequent barriers in law firms to smarter collaboration
- A methodology to identify barriers to smarter collaboration
- Examples to accelerate smarter collaboration