

THE LAW FIRM OF THE FUTURE

BIG BOLD Predictions for 2024

December 20, 2023

by

Uri Gutfreund

SVP and Managing Principal, Ames & Gough

John Remsen, Jr.

President, TheRemsenGroup

MPF WEBINAR

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TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm

TheRemsenGroup.com

BIOGRAPHICAL PROFILE

Uri Gutfreund

Senior VP and Managing Director
Ames & Gough
New York, New York
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Uri is Senior Vice President, Managing Principal at Ames & Gough, a leading national specialty insurance brokerage firm. He helps law firms navigate through the complexities of liability and health insurance policies. As a Registered Professional Liability Underwriter, he is a frequent speaker and writer on insurance and risk management issues for law firms. He is also the founder of The Managing Partner RoundTable™, The Legal Resource Group, and a faculty member of Lawline.com.

April 2023

BIOGRAPHICAL PROFILE

John Remsen, Jr.

President

TheRemsenGroup

Atlanta, Georgia

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John is widely recognized as one of the country's leading authorities on law firm leadership, management, marketing and business development. Since 1997 TheRemsenGroup has consulted with more than 400 law firms and thousands of law firm leaders to help them develop and implement long-term strategic objectives to improve cohesiveness, profitability and sustainability.

John is a frequent speaker and author on law-firm leadership and marketing topics. He has spoken at national and regional conferences of the Legal Marketing Association, Association of Legal Administrators, American Bar Association, and numerous state and local bar associations. His articles have appeared in dozens of highly respected legal publications, including the *ABA Journal*, *Law Practice Management*, *Law Practice Today*, *Law360*, *Legal Management*, *Marketing for Lawyers*, *Marketing the Law Firm*, *Managing Partner*, *National Law Review* and *New York Law Journal*.

Since 1988, John has been an active member of the Legal Marketing Association, and he has served as President of LMA's Southeastern Chapter, Executive Editor of *Strategies* (LMA's newsletter) and a member of LMA's national Board of Directors. He is also an active member of the Association of Legal Administrators and a popular speaker at ALA meetings and conferences.

In 2002, John created The Managing Partner Forum, a highly acclaimed conference series and community for managing partners and law firm leaders. More than 1,500 firm leaders from 1,000 law firms from 43 states have participated in 29 conferences. In addition, John distributes *The MPF Weekly*, an electronic newsletter to more than 10,500 firm leaders throughout the US, Canada and 28 other countries.

John's influence was underscored when he was inducted as a Fellow of the College of Law Practice Management in 2013, in recognition of his 25 years of demonstrated expertise in law firm leadership and management. Founded in 1994, the College honors those who "inspire excellence and innovation in law practice management." Membership is by invitation only and includes just 200 individuals.

And the College was not alone: in 2016, John was recognized by LawDragon as one of the "Top 100 Consultants and Strategists" to the legal profession; and in 2017, John was recognized as one of the world's top "leaders and influencers" in the business of law by the Association of International Law Firm Networks.

A native of West Palm Beach, Florida, John holds an MBA from The University of Virginia (1985) and a bachelor's degree in Business Administration from the University of Florida (1980). Prior to enrolling in graduate school, John was Executive Director of The Florida Council of 100, an organization comprised of Florida's top CEOs and other business leaders.

April 2023

MPF Webinar Series: The Law Firm of the Future



The MPF Webinar Series: Building the Law Firm of the Future

BIG BOLD Predictions for 2024

An MPF Webinar with Uri Gutfreund and John Remsen, Jr.

December 20, 2023 – 2:00-3:00pm ET



Welcome



Uri Gutfreund

Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.

President and CEO, Managing Partner Forum
President, TheRemsenGroup



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UPCOMING PROGRAMS IN 2024

- MPF Webinar Series – Third Wednesday @ 2pm ET
- The MPF 2024 Leadership Conference – May 1-2, 2024, in Atlanta
- The MPF Fall Symposium – Empowering Women – October 2-3, 2024, in Chicago
- *The MPF Weekly* – Friday mornings
- MPF Website – www.ManagingPartnerForum.org
- MPF Listserv and Monthly MPF Zoom Calls



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TODAY'S WEBINAR

- Today's Topic: **BIG BOLD Predictions for 2024**
- 120 Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials, Recap by 9Sail
- Your Feedback on Today's Session
- Next MPF Webinar – **Driving Profitability at Your Law Firm** – January 17, 2024



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WEBINAR RECAPS – *NEW*

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MPF WEBINARS IN 2023 – “BEST OF SHOW”

- “Winning the Law Firm Merger/Acquisition Game” – March
- “The Rise of the Law Firm C-Suite: Importance of Data in Law Firm Management” – July
- “What Law Firm Leaders Need to Know about AI and ChatGPT” – August
- “Pricing Strategies to Improve Your Firm’s Profitability in 2024” – November
- Go to ManagingPartnerForum.org for complete archive

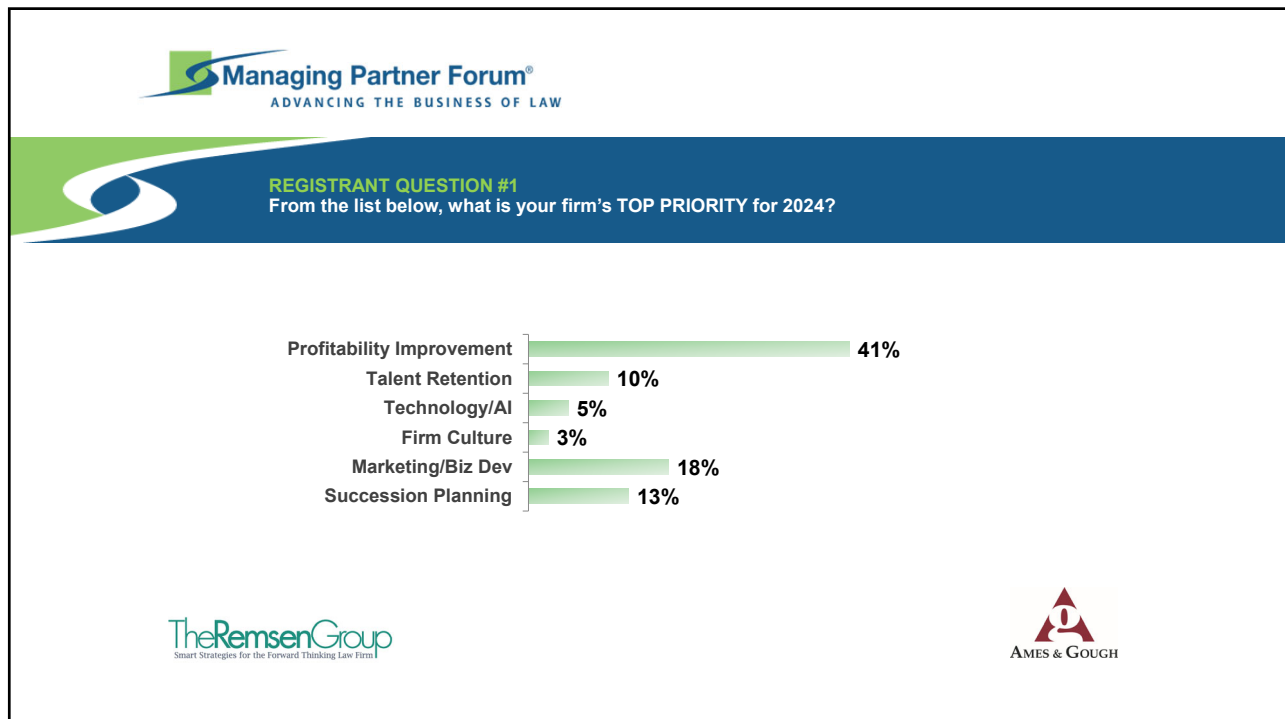


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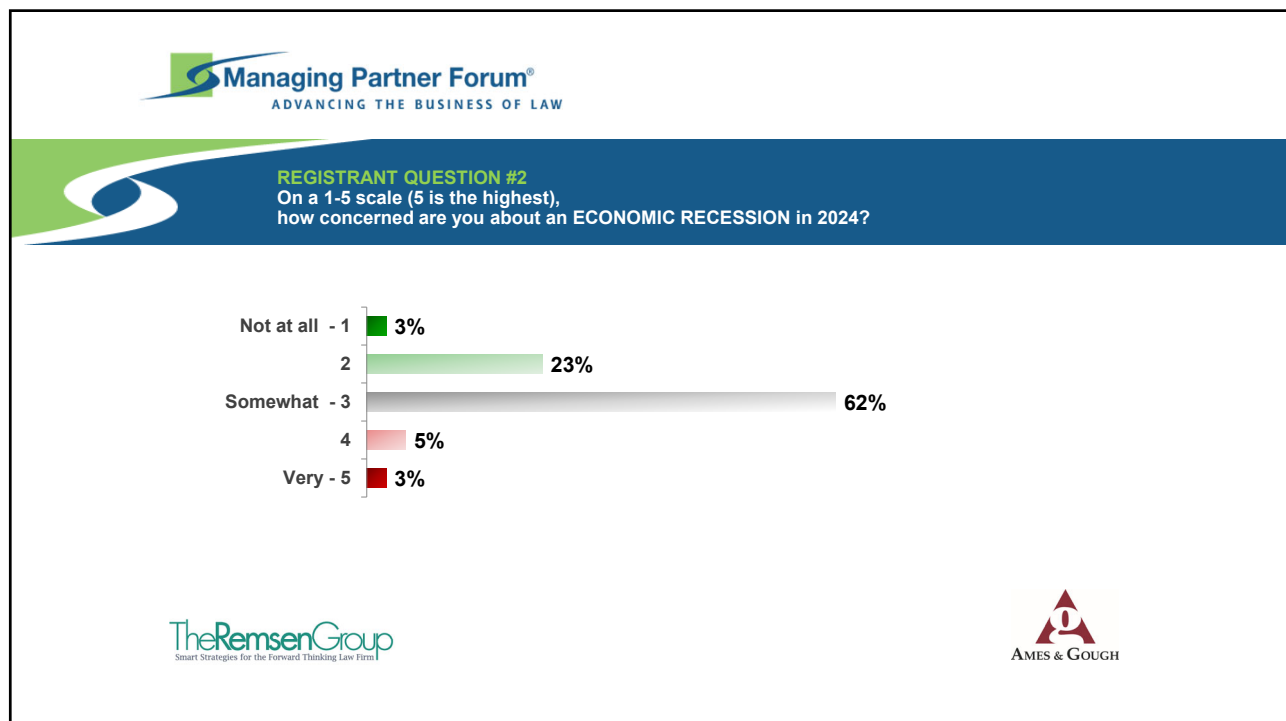
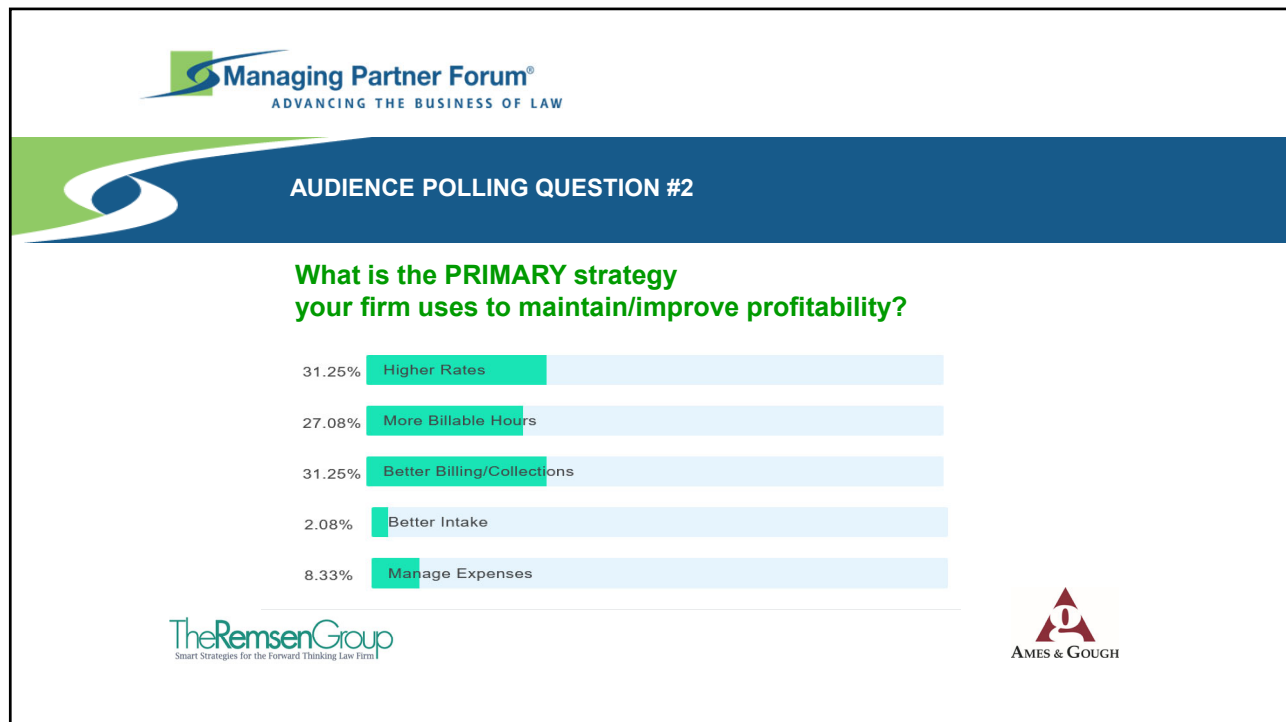


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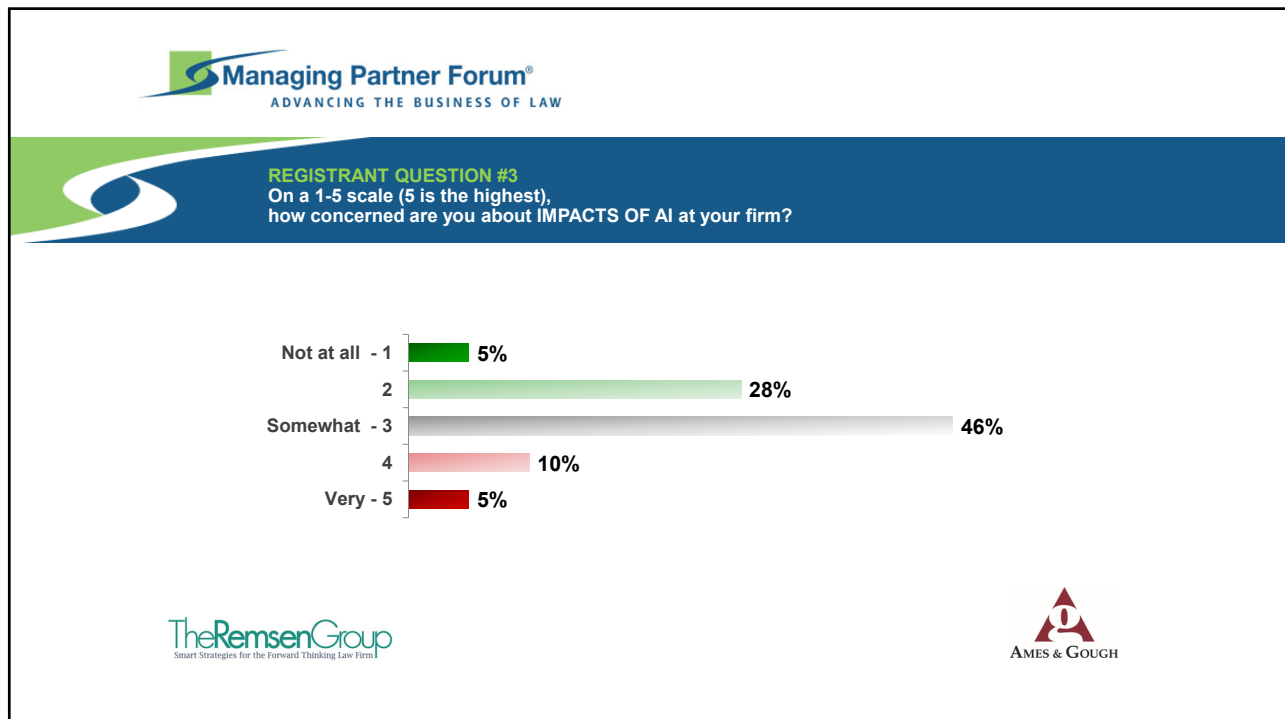
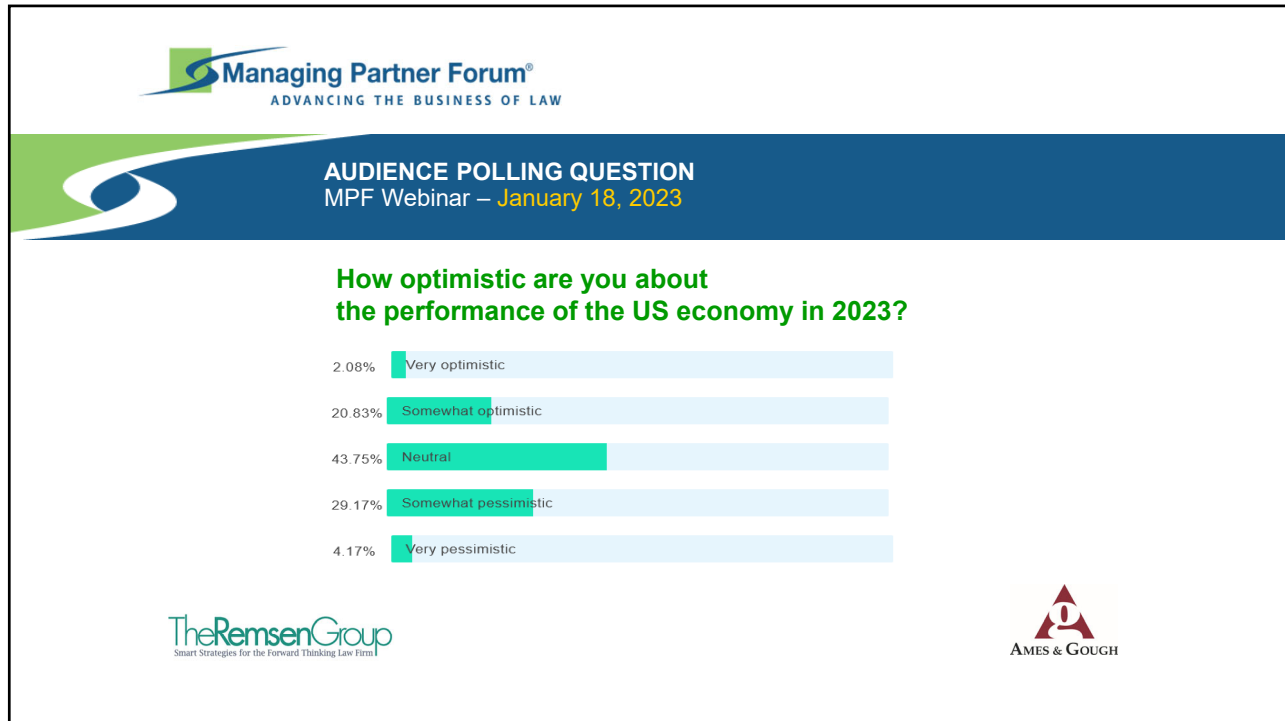
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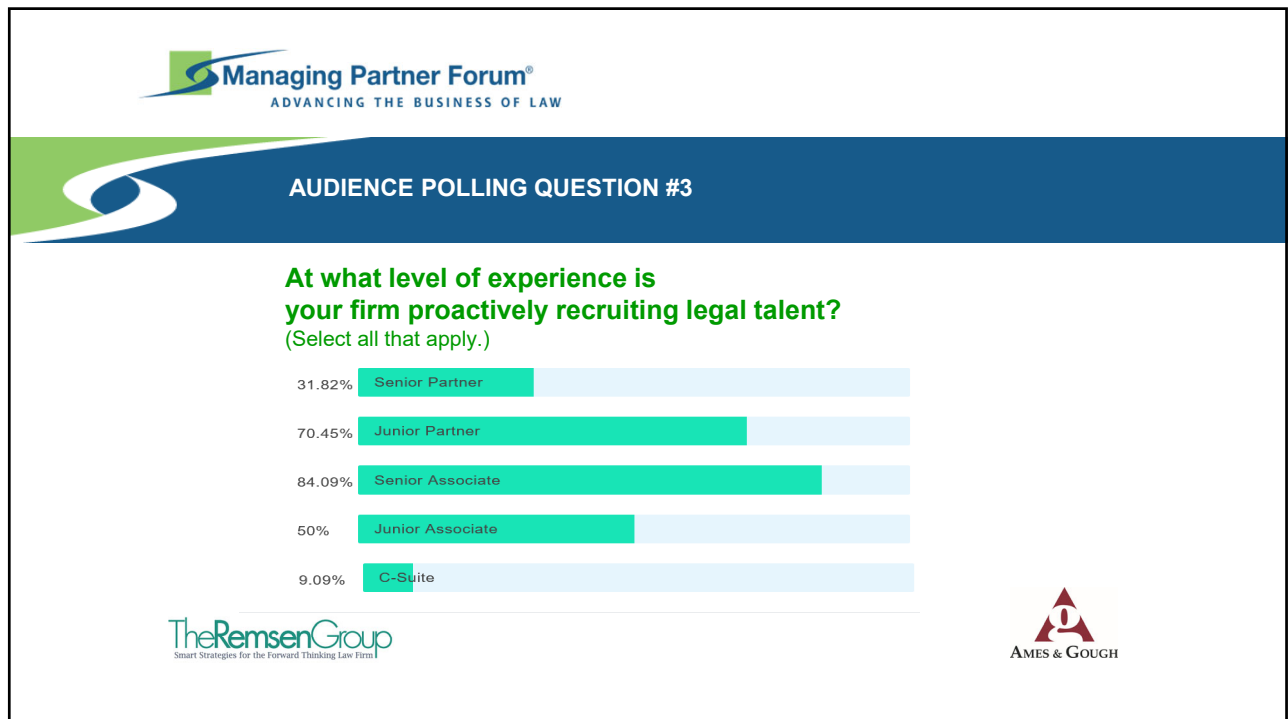


REGISTRANT QUESTION #4 Your BIG BOLD Predictions for 2024

- Law firms will adapt to AI faster than anticipated
- AI will become passe
- More consolidation in the legal industry
- Large firms will “right-size”
- Hybrid workplace will become the norm
- 2024 will be a great year for midsize law firms
- World peace







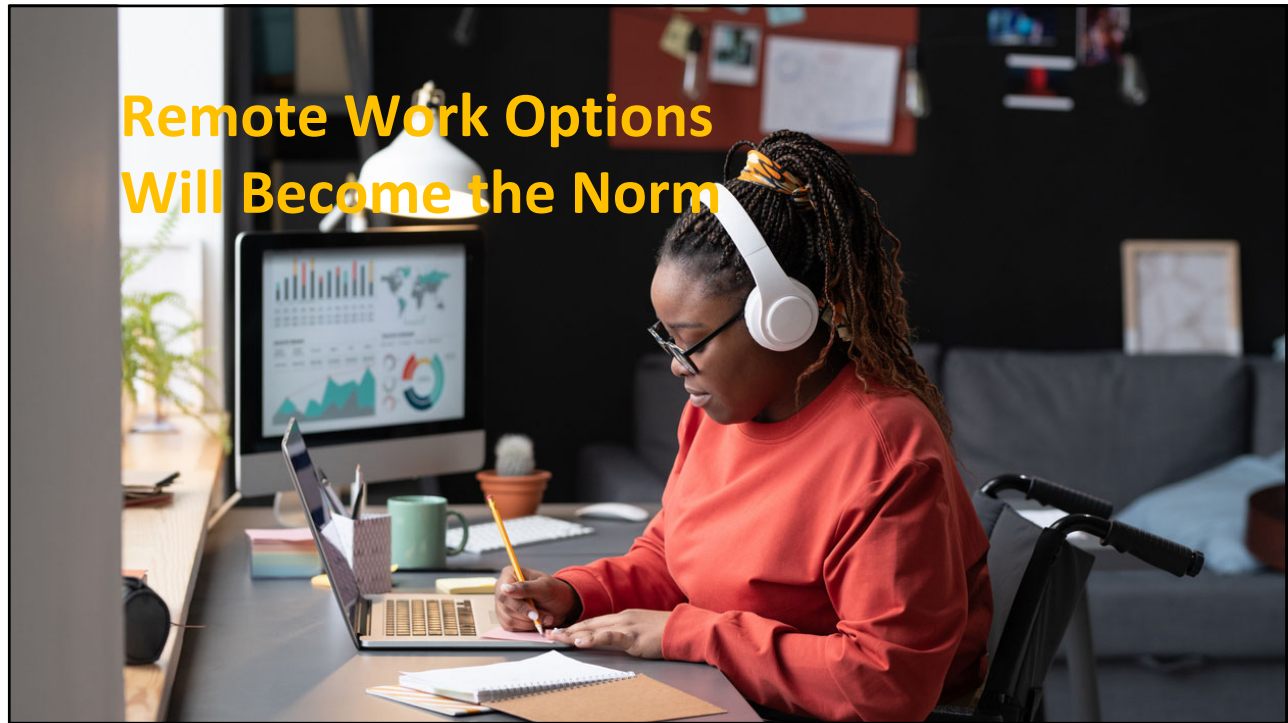


Rate Increases Will Hold



"C Suites" Will Continue to Gain Stature and Influence



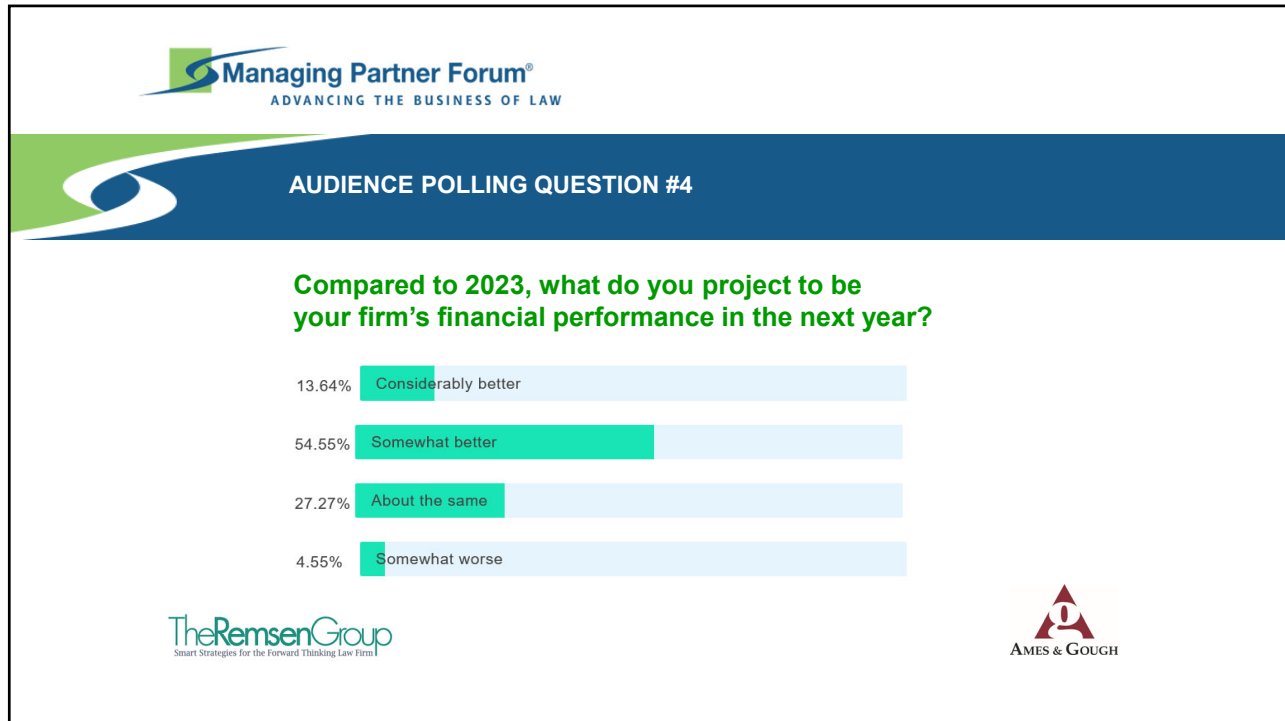


**Remote Work Options
Will Become the Norm**



**Wellness Programs Will
Become a Really Big Deal**





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REMINDERS

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- Your Feedback on Today's Session
- Next MPF Webinar – **Driving Profitability at Your Law Firm** – January 17, 2024
- **The MPF 2024 Leadership Conference** – May 1-2, 2024, in Atlanta

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