

THE LAW FIRM OF THE FUTURE

LESSONS LEARNED IN 2020 AND BIG BOLD PREDICTIONS FOR 2021

An MPF Webinar – December 30, 2020

by

Uri Gutfreund

Law Firm Group Leader, Risk Strategies Company

John Remsen, Jr.

President, TheRemsenGroup

MPF WEBINAR

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Smart Strategies for the Forward Thinking Law Firm

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BIOGRAPHICAL PROFILE

Uri Gutfreund

National Law Firm Practice Leader
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Uri Gutfreund is The National Law Firm Practice Leader at Risk Strategies Company, a top 25 national insurance brokerage and The Founder and Moderator of The Managing Partner Round Table™, a regional peer-to-peer professional development group. This unique program has quickly become a leading venue for thought leaders in the legal industry.

At Risk Strategies, Uri is responsible for the development and execution of all insurance and risk management services to the company's law firm clients. He oversees all law firm specialty areas including: Health, Professional Liability, Property and Casualty, Cyber and EPLI. His practice leadership combines 20 years personal experience with cutting edge innovation remaking law firm insurance programs using the latest technology, peer benchmarking, and real-time best practices to serve the company's law firm clients.

He has been a Registered Professional Liability Underwriter since 2001 and a frequent speaker and is a writer on law firm leadership, law firm business practices and insurance and risk management at national and regional conferences.

September 2020

BIOGRAPHICAL PROFILE

John Remsen, Jr.

President

TheRemsenGroup

Atlanta, Georgia

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John Remsen, Jr., 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 1,200 firm leaders from 900 law firms and 43 states have participated in 26 conferences. In addition, John distributes *The MPF Weekly*, an electronic newsletter to more than 10,500 firm leaders throughout the U.S., 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.

September 2020

MPF WEBINAR

Law Firm of the Future



The MPF Webinar Series: The Law Firm of the Future Lessons Learned in 2020 and Big Bold Predictions for 2021

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

December 30, 2020 – 2:00-3:00pm ET



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Uri Gutfreund

- National Law Firm Practice Leader,
Risk Strategies Company
- Prof'l Liability, Cyber, EPLI, Employee Benefits,
Property and Casualty Insurance Plans
The Managing Partner Roundtable
- Speaker:
 - American Bar Association
 - Association of Legal Administrators
 - Managing Partner Summit
 - MPF Annual Conference
 - Law Firm Networks
- Education:
 - BA – Yeshiva University

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John Remsen, Jr.

- President, TheRemsenGroup
- President & CEO, Managing Partner Forum
- Strategic Planning, Marketing/Business Development, Firm Retreats, COO/CMO Search
- Fellow, College of Law Practice Management
- Speaker:
 - American Bar Association
 - Association of Legal Administrators
 - Legal Marketing Association
 - MPF Annual Conference
 - Law Firm Networks
- Education:
 - University of Virginia – MBA
 - University of Florida – BSBA



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TODAY'S WEBINAR

- Opening Remarks
- Registrant Survey and Audience Polling Results
- Your Questions
- Our BIG BOLD PRECTIONS for 2021
- Up Next: **DISRUPTION ALERT!** All Eyes on Arizona and Utah - Jan 6th



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MPF PROGRAMS IN 2021

- The MPF Webinar Series – First Wednesday @ 2pm ET
- MPF Virtual Conferences – February, June, December
- MPF Listserv and Conference Calls
- *The MPF Weekly* – Friday mornings
- MPF Website – www.ManagingPartnerForum.org
- The MPF Leadership Conference – May 5-6 in Atlanta *
- The MPF Fall Symposium – October 7 in Chicago *



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TODAY'S REGISTRANT SURVEY RESULTS

- December 28-30, 2020
- 98 responses



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REGISTRANT SURVEY QUESTION #1
(98 firm leaders – Dec 28-30-2020)

One Word to Describe 2020

- Unprecedented
- Challenging
- Chaotic
- Disruptive
- Grinding
- Stressful
- Unpredictable
- Exciting
- Sh\$tty :)



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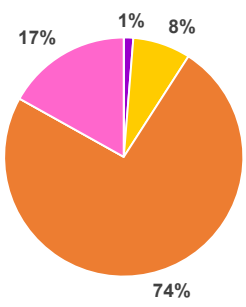
REGISTRANT SURVEY QUESTION #2
(98 firm leaders – Dec 28-30-2020)

Your Feelings about Next Year

Types of Basic Emotions



1. Happiness 2. Sadness 3. Fear
4. Disgust 5. Anger 6. Surprise



Feeling	Percentage
Optimism	74%
Excitement	17%
Curiosity	8%
Other	1%



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AUDIENCE POLLING QUESTION #1

How Many Lawyers Are with Your Firm?

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AUDIENCE FEEDBACK

**What One Word Would You Use
to Describe Your Firm's Culture?**

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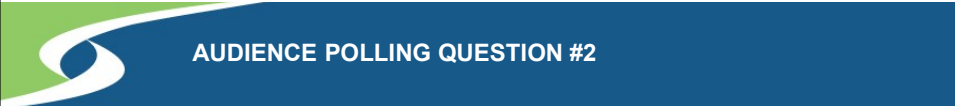
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AUDIENCE POLLING QUESTION #2

From the list presented, our firm will increase its investment in these areas in 2021.
(Select all the apply.)



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 AUDIENCE POLLING QUESTION #3

From the list presented, our firm will decrease its investment in these areas in 2021.
(Select all the apply.)

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REGISTRANT SURVEY QUESTION #3

(98 firm leaders – Dec 28-30-2020)

Your BOLD Predictions

- Acceleration of Long-Trends
- Mergers and Consolidation
- Partner Defections from BigLaw
- Changes in Federal Tax Law
- Unbridled Growth, esp. Q 3/4
- Remote/Hybrid Firms
- Back to Business as Usual
- COVID Won't Go Away
- Multi-Disciplinary Practices



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THANK YOU!

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