

THE LAW FIRM OF THE FUTURE

BUILDING A TRULY EXCEPTIONAL LAW FIRM CULTURE

An MPF Webinar – August 4, 2021

by

Uri Gutfreund

Law Firm Group Leader, Risk Strategies Company

John Harrity, Esq.

Managing Partner, Harrity & Harrity, LLP

Charles B. Jimerson, Esq.

Managing Partner, Jimerson Birr PA

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

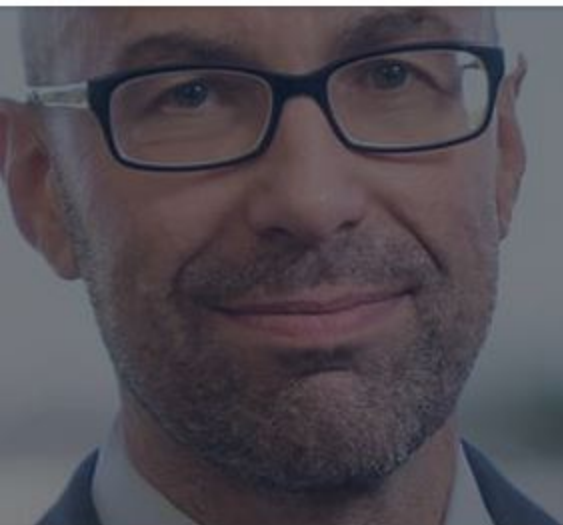
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Uri is the National Law Firm Practice Leader at Risk Strategies Company, a top 25 national insurance brokerage and The Founder and Moderator of The Managing Partner Round Table™, a regional peer-to-peer professional development group. This unique program 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.

May 2021



JOHN HARRITY

Partner

[Harrity & Harrity, LLP](#) > [Our Team](#) > [John Harrity](#)

BIOGRAPHY

John Harrity has been involved in the patent field for 20 years. His current practice consists primarily of client counseling, and preparing and prosecuting patent applications. John has drafted and prosecuted hundreds of patent applications in a wide variety of electrical, mechanical, and electromechanical technologies. He excels at coming up to speed quickly on inventions and converting even the most difficult inventions into an understandable patent application. John's practice further includes filing PCT applications and prosecuting patent applications before the Patent Offices in Europe, Japan, Korea, China, Canada, and many other countries. In addition to drafting and prosecuting patent applications in the United States and foreign countries, he also analyzes inventions for infringement and validity.

Prior to forming Harrity & Harrity, John worked as a law clerk at Burns, Doane, Swecker & Mathis, LLP. He also was a Primary Patent Examiner at the United States Patent and Trademark Office. At the Patent Office, John examined patent applications in the areas of computer hardware and software.

Prior to joining the Patent Office, John worked as an Electrical Engineer for 3 years at Cortana Corporation, where he participated in, and supervised Navy projects directed to advanced submarine technologies. His engineering experience included design and development of noise-cancellation technology, an automated submarine emergency system, and future submarine power systems.

CONTACT

JOHN HARRITY

PARTNER

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EDUCATION

The Columbus School of Law at Catholic University
(J.D.) – 1999

Grove City College
(B.S. Electrical Engineering) – 1989

ADMISSIONS

United States Patent and Trademark Office
Virginia

AFFILIATIONS

Executive Leadership Board Member- Lawyers Have Heart
Institute of Electrical and Electronics Engineers
Intellectual Property Owners Association (IPO)
Leadership Council on Legal Diversity
Virginia State Bar Association

AWARDS

2018 IAM Patent 1000 – Top Patent Professional
2016 Client Choice Award – Excellence In Client Service



Charles B. Jimerson

Managing Partner

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**Best
Lawyers**



Overview

Many businesses have turned to Charles B. Jimerson to fight the hardest battle they will ever fight. Whether it's an overexposed start-up, or an established business, sometimes a company's survival depends on the results obtained in a single legal engagement. For those matters, and many others of lesser impact but equal importance, clients have come to Mr. Jimerson for representation when they sought a seasoned lawyer who knew how to run a case efficiently and present a winning argument. Mr. Jimerson has a proven track record for successful outcomes in situations where the pressure is escalated and the consequences are vital. Whether it is a high-dollar lawsuit, a lucrative transaction, or a weighty corporate decision impacting operations, when Mr. Jimerson accepts an engagement, his clients reap the benefit of his pragmatism, competitive spirit, business-oriented knowledge base, and intense personal investment, as well as his ready sense of humor. In 2018, Mr. Jimerson was named by *The Business Journals* (national publication) as one of the Top 100 Most Influential Attorneys in Law and Business in the United States.

Charles B. Jimerson founded Jimerson Birr, and is the firm's Managing Partner. Mr. Jimerson represents various businesses of all sizes as their go-to counsel for all legal matters, both in court and out of court. In his capacity as a practice group leader for several areas of emphasis of the firm, and someone who often finds himself involved in the most sensitive matters the firm is handling at any given time, Mr. Jimerson leads teams of lawyers serving several industries in many capacities. Most of his days are spent putting out legal fires for businesses of all sizes in need of a lawyer who can draft and enforce contracts, provide grounded executive-level advice, and collect money owed. Mr. Jimerson has significant experience in all stages of litigation, including alternative dispute resolution, negotiation of settlement and litigation of multifaceted commercial matters up through and including trial. His career highlights below and representative matters tab reflect a diverse legal career focused upon obtaining results for his clients.

Mr. Jimerson has won just about every peer-nominated and media-given award a Florida business lawyer can win. He is an A-V rated lawyer, recognized by his peers as having the highest level of ethical standards and professional ability. Mr. Jimerson is recognized as an expert in construction law by The Florida Bar as a Board Certified Construction Attorney. In obtaining Board Certification, Mr. Jimerson has earned recognition for having the highest standards of skills, specialty knowledge, proficiency, professionalism and ethics as determined by the Florida Bar. Mr. Jimerson has received several business and legal recognitions, including multi-year listings for *Super Lawyers* and *Florida Trend Legal Elite*, *The Jacksonville Business Journal's* 40 under 40, *The Jacksonville Business Journal's* Veterans of Influence and Leadership Jacksonville. In his time as Managing Partner of the firm, Jimerson Birr has won many local and statewide awards honoring fast growing companies, veteran owned businesses and best places to work.

Born and raised in Sarasota County, FL, Charles B. Jimerson, Esq. is a Floridian with roots as far back as the early days of statehood. He cut his teeth in the construction sector supervising landscape crews and serving as a shift manager at his Grandfather's plant nursery as early as 13 years old. Upon graduation from high school, Mr. Jimerson enlisted in the U.S. military to serve his country and earn money for college. His tireless work ethic and ability to adapt and overcome challenging situations enabled him to graduate with highest honors, and in the top two percent, in every academic class he had in his secondary education prior to law school (undergraduate, professional certifications, and technical schools), and in the top one-third of his law school class. A graduate of the Lundy-Fetterman School of Business at Campbell University (Buies Creek, NC), Mr. Jimerson earned his Bachelor of Business Administration degree *summa cum laude*. While attending Campbell University, Mr. Jimerson contemporaneously served as an active duty Combat Meteorologist in the United States Air Force, participating in various worldwide operational missions and earning Airman of the Year honors. During his tenure, Mr. Jimerson was the youngest operationally certified meteorological forecaster in U.S. Air Force history.

Mr. Jimerson also received a Professional Certification in Marketing with an emphasis in Sports Marketing from the University of Kentucky. He obtained his Juris Doctorate at the University of Florida Levin College of Law, serving as the President, Officer and Director to several student-run organizations. Mr. Jimerson also participated in the London Legal Consortium in London, England, where he met his wife, Ashley. Prior to founding the firm, Mr. Jimerson practiced at prominent Jacksonville-based commercial litigation and construction law boutique law firms.

Mr. Jimerson resides in Ortega with his wife, Ashley, their two children, and their dog, Olive (Italian Greyhound). Though his free time is very limited, his non-professional interests are SEC football, coaching youth sports teams, MMA fighting, traveling on a budget, television binge watching, apologizing to his wife, grilling meats, ranking just about anything in a top ten list, dive bars with a jukebox, impromptu family living room dance parties and managing a cut-throat fantasy football league.

Honors and Recognition

- 2018 "Top 100 Most Influential Attorneys in Law and Business in the United States" by *The Business Journals* (national publication)
- Board Certified in Construction Law by The Florida Bar
- American Arbitration Association ("AAA") certified arbitrator
- AV® Preeminent by Martindale-Hubbell
(Peer rated the highest level of professional excellence)
- Recognized in *The Best Lawyers in America*® 2021 (Top 6% of attorneys practicing in the United States awarded with honor based upon peer review)
- Multi-year recognition as a Super Lawyer and Rising Star in Business Litigation by *Super Lawyers Magazine* dating back to 2007
(Top 5% of attorneys awarded with honor based upon peer review)
- 2015 *Jacksonville Business Journal* "Veterans of Influence"
- Multi-year listing of Top Legal Lawyers and Legal Experts by *Jacksonville Magazine* dating back to 2013
- Multi-year winner of Florida Trend Legal Elite Up and Comer Award dating back to 2007 (Top 2% of attorneys under age 40 awarded with honor based upon peer review)
- 2015 "Top Attorneys in Florida" by *Miami Magazine* and *The Miami Herald*
- 2016 *Attorney at Law Magazine - First Coast* "Top 10 Attorneys Under 40"
- 2014 "Top 40 under 40 Litigation Lawyers in Florida" by *American Society Legal Advocates*
- 2014 *American Society Legal Advocates* "Top 40 under 40 Litigation Lawyers in Florida"
- 2013 Top-Rated Lawyer in Commercial Litigation by *The American Lawyer and Corporate Counsel* magazine
- 2016 *First Coast* "Top 10 Attorneys Under 40" by *Attorney at Law Magazine*
- 2018-2019 "Top Lawyers in Florida" by *Tampa Bay Magazine*
- 2018 "Champion 8 - Top 8 Civil Litigators" by *Attorney at Law Magazine*
- Leadership Jacksonville Class of 2013
- 2011 *Jacksonville Business Journal* "40 under 40"
- Firm recipient of awards for *Jacksonville Business Journal* "50 Fastest Growing Companies on the First Coast" 2013, 2017 and 2020
- Firm recipient of *Florida Trend Magazine* "Best Companies to Work For in Florida" from 2015-present
- Firm recipient of 2015, 2017-2018 and 2021 Gator100 award
(100 fastest-growing, University of Florida alumni owned or led businesses in the world)
- Firm recipient of awards for the *Jacksonville Business Journal's* "Best Places to Work in Northeast Florida" 2013, 2014 and 2020
- Firm recipient of awards for the *Jacksonville Business Journal's* "Top Ranked Veteran Owned Businesses" 2013-2018
- Firm recipient for Law Firm 500 designation from 2016-2020 peaking at #28 Fastest Growing Law Firm in the United States in 2016
- Firm recipient of awards for the *U.S. News & World Report's* "Best Law Firms In Florida," 2019 & 2020
- Lorman Legal Educational Services Distinguished Faculty Member
- Rotary International Paul Harris Fellow
- Former United States Air Force active-duty Combat Meteorologist

Bar and Court Admissions

- The Florida Bar
- The Jacksonville Bar Association
- The Jacksonville Bankruptcy Bar Association
- U.S. District Court, Middle District of Florida
- U.S. District Court, Northern District of Florida
- U.S. District Court, Southern District of Florida
- U.S. Court of Appeals, Eleventh Circuit

Education

- The University of Florida
Levin College of Law, J.D.
- Campbell University
Lundy-Fetterman School of Business, A.A.; B.B.A
summa cum laude (Highest Honors)
- The University of Kentucky
Gatton College of Business and Economics, P.C. - Marketing
- Community College of Air Force, A.A.S - Meteorology

Career Highlights

- Won arbitration award with over twenty-five million dollars in damages and specific performance relief in favor of insurer against third party claims administrator related to breach of contract and equitable claims in the administration of warranty and insurance contracts. Favorable outcome at trial obtained against TPA represented by seven lawyer litigation team from Chicago office of Foley & Lardner. Over 2 million documents exchanged between the parties in matter that was fast tracked to less than a year of substantive proceedings and trial over a three-month period of time. Over \$6.8 million of undisclosed premiums recovered from TPA prior to final hearing.

BIOGRAPHICAL PROFILE

John Remsen, Jr.

President

TheRemsenGroup

Atlanta, Georgia

404.885.9100 – jremsen@therem sengroup.com

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 1,200 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.

May 2021

MPF Webinar Series

The Law Firm of the Future



The MPF Webinar Series: Building the Law Firm of the Future
Building a Truly Exceptional Law Firm Culture
An MPF Webinar with John Harry and Charlie Jimerson
August 4, 2021 – 2:00-3:00pm ET



John Remsen, Jr.

- President, TheRemsenGroup
- President & CEO, Managing Partner Forum
- Strategic Planning, Succession 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:
 - MBA – University of Virginia
 - BSBA – University of Florida



MPF Webinar Series

The Law Firm of the Future



Uri Gutfreund

- National Law Firm Practice Leader, Risk Strategies Company
- Professional 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



MPF PROGRAMS IN 2021

- MPF Webinar Series – First Wednesday @ 2pm ET
- MPF Virtual Conferences
- MPF Listserv and Conference Calls
- *The MPF Weekly* – Friday mornings
- MPF Website – www.ManagingPartnerForum.org
- **MPF Fall Symposium – Succession Planning – Oct 6-7 in Chicago**



MPF Webinar Series

The Law Firm of the Future



TODAY'S WEBINAR

- Introductions
- Registrant Survey Results – 192 firm leaders
- Today's Topic – **Building an Exceptional Law Firm Culture**
- Live Audience Polling
- Your Questions
- Next MPF Webinar – Wednesday, September 1st



John Harrity, Esq.

- Founder and Managing Partner, Harrity & Harrity LLP
- IP boutique with 40 lawyers
- Based in Fairfax, Virginia
- Patent prosecutions – 8600+ since founding
- Numerous awards and recognition – diversity, workplace
- Leadership Council on Legal Diversity
- Lawyers Have Heart
- Patent Examiner, US Patent and Trademark Office
- Education:
 - JD – Columbus School of Law at Catholic University
 - BS-Engineering – Grove City College



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The Law Firm of the Future



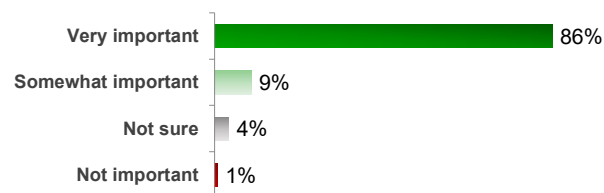
**Charles B.
Jimerson, Esq.**

- Founder and Managing Partner, Jimerson Birr PA
- 15 lawyers, based in Jacksonville, Florida
- Numerous awards and recognition – best company, fast growing firm
- 7 Superior Service Commitments
- “JB for Me” Program
- Commercial litigation
- Education:
 - JD – University of Florida
 - BBA – Campbell University



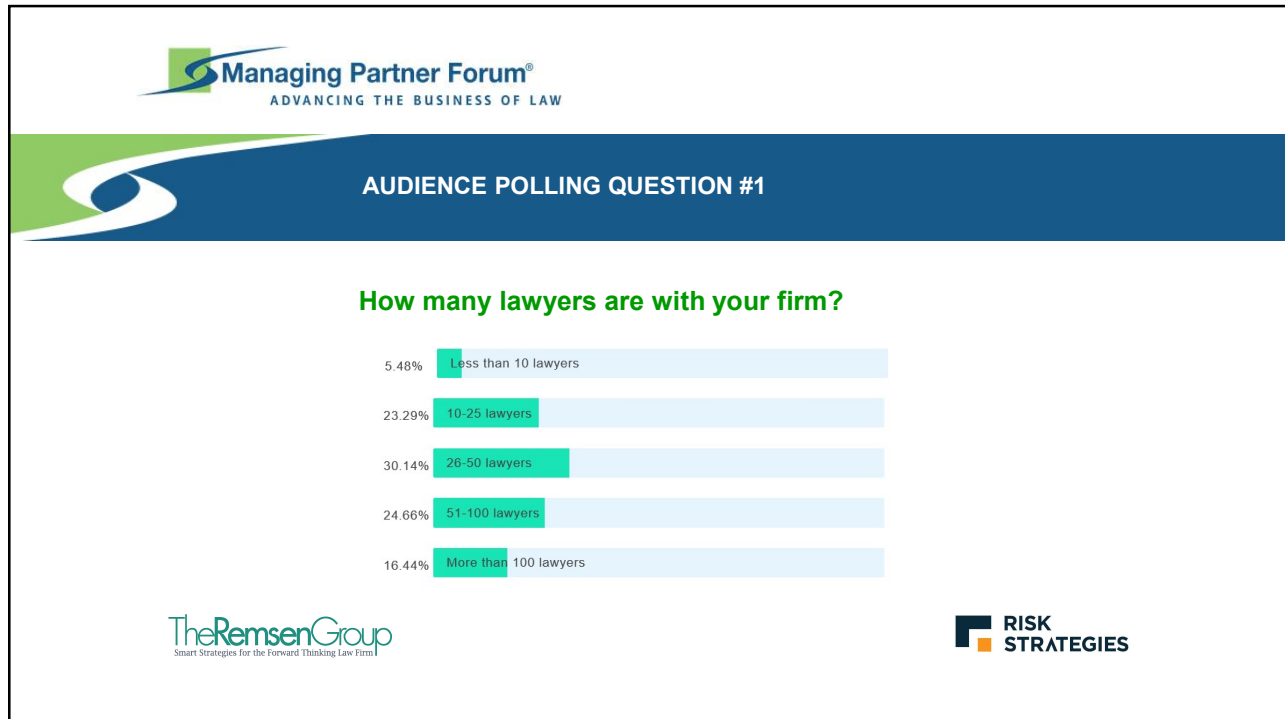
REGISTRANT QUESTION #1

How important is “CULTURE” to attract and retain talent at your law firm?



The Law Firm of the Future





The Go-To Firm for the Patent 300™

HARRITY

Harrity & Harrity is a leading patent preparation and prosecution firm specializing in the electrical and mechanical technology areas.

Our clients trust in our high-quality work, experienced people, industry leading innovation, and outstanding service.



John Harrity
Co-Founding Partner
jharrity@harrityllp.com

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The Go-To Firm for the Patent 300™

Choosing What Type of Culture is Right For Your Business

- Imperative for overall success of firm
- The right culture drives innovation, productivity, quality
- Must be reflective of your firm's mission



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The Go-To Firm for the Patent 300™

Changing Your Workplace Culture



- Be committed
- Firm culture begins with hiring the right people
- Doesn't happen overnight
- May have individuals who are never going to align with your mission
- Revamp your hiring process to reflect the culture you want

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The Go-To Firm for the Patent 300™

Hiring Process

- Questionnaire with Self-Assessment
- Information Session
- Writing Sample Test
- Topgrading Methodology
 - 15-30 Minute Screening Interview
 - 2.5 Hour Video Interview - Resume Review
 - Virtual Focused Interview
- References



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The Go-To Firm for the Patent 300™

Nurturing Your Workplace Culture

- Engage Employees
 - Inclusion
 - Open communication
 - Opportunities to get involved at any level
- Appreciate Employees
 - Trust
 - Flexibility
 - Respect



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The Go-To Firm for the Patent 300™

OUR CULTURE



The Vault: #1 in Firm Culture, Hours, Satisfaction, Associate/Partner Relations, Diversity, Technology & Innovation, Quality of Work, and Overall!

- Life/Work Balance – work where you want, when you want, and how much you want
- Casual Work Environment – no dress code, fun activities, open communication
- Culture of Positivity – fosters collaboration, creativity, and learning
- Continuous Growth Opportunities- book clubs, podcasts, webinars, mentoring, meditation, committees
- Innovation– opportunities to work with cutting edge technology including custom analytics and automation software, partake in brainstorming & business development

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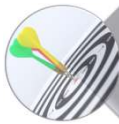


JIMERSON | BIRR

Creating and Branding an Award-Winning Firm Culture

Charles B. Jimerson
Managing Partner, Jimerson Birr

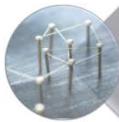
Using Research and Input to Define Our Firm Culture



Goal: To create a program that enabled our team to balance their work, achievement milestones and personal life in a way that contributes overall happiness.



Research: (1) What most influences employee morale?
(2) Engage colleagues at all levels of the organization to find out what matters most to our team.



Results: Launch a rich firm culture program that reflects the overall goals and needs of the team: **JB FOR ME**.

Introducing JB FOR ME

- F** Fulfilled
- O** Opportunistic
- R** Refreshed
- M** Mindful
- E** Empowered



Fulfilled

- Goal: Create and maintain a system to ensure we measure and promote employee happiness through professional and personal fulfillment.
- Monthly Employee Pulse survey program
- Monthly Firm Culture Committee meetings
- Annual Survey paralleling "Best Places to Work" metrics
 - Culture & Engagement Manager reviews feedback and recommends areas of improvement
- Reward superior individual and team-based performance
**Refreshed review Firm Cup and Firm Gong*



Opportunistic

- Goal: Advance a multi-faceted training and mentorship program that allows for development of job skills that enhances upward internal mobility and higher financial gain.
- Firm Mentorship Program
 - New hire mentor
 - Summer Associate attorney mentor weeks
- Annual onboarding review
- Annual training initiatives
- Monthly report on professional development opportunities

Refreshed

- Goal: Maintain a robust health and wellness program that promotes mental health, physical health, work-life balance, civic/philanthropic engagement, and firm collegiality.
- Firm Gong program & Table Pounds
 - Ongoing colleague recognition programs
- Monthly events (socials, competitions, community engagement, health and wellness, firm spirit)
- Jimerson Birr Firm Cup



Mindful

- Goal: Encourage and guide team to engage in professional, trade, civic, and philanthropic organizations as advocates, ambassadors, thought leaders and volunteers.
- Promote service orientation and servant leadership
 - Seven Superior Service Commitments
- Annual work with specific civic, trade and philanthropic organizations the firm is currently involved in or would like to include
- Annual community service calendar of events
**Incorporated into Refreshed calendar*



Empowered

- Goal: Maintain a program that enables all employees to be empowered at work by providing appropriate resources and support so each person can operate at the highest and best of their abilities and desires .
- Employee feedback surveys
**Incorporated into Fulfilled Employee Pulse monthly surveys*
- Quarterly department resource audit
- Work with managing partner to continue to refine transparent annual performance reports

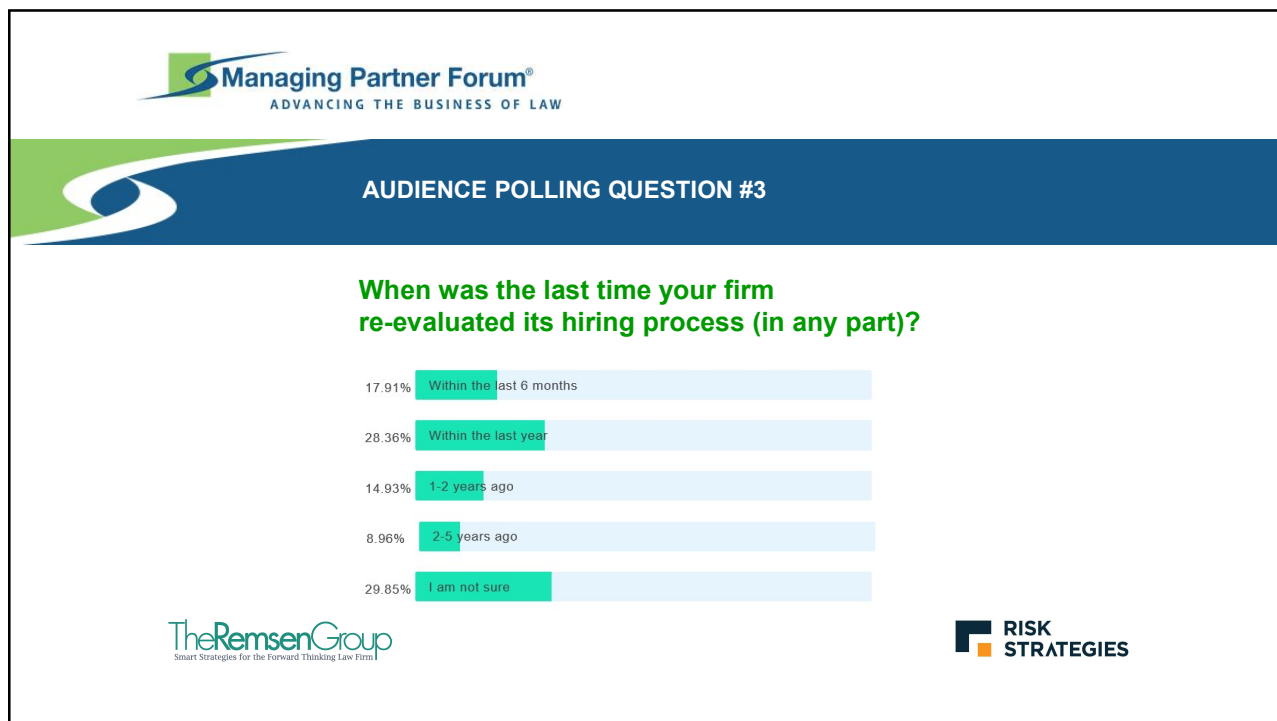
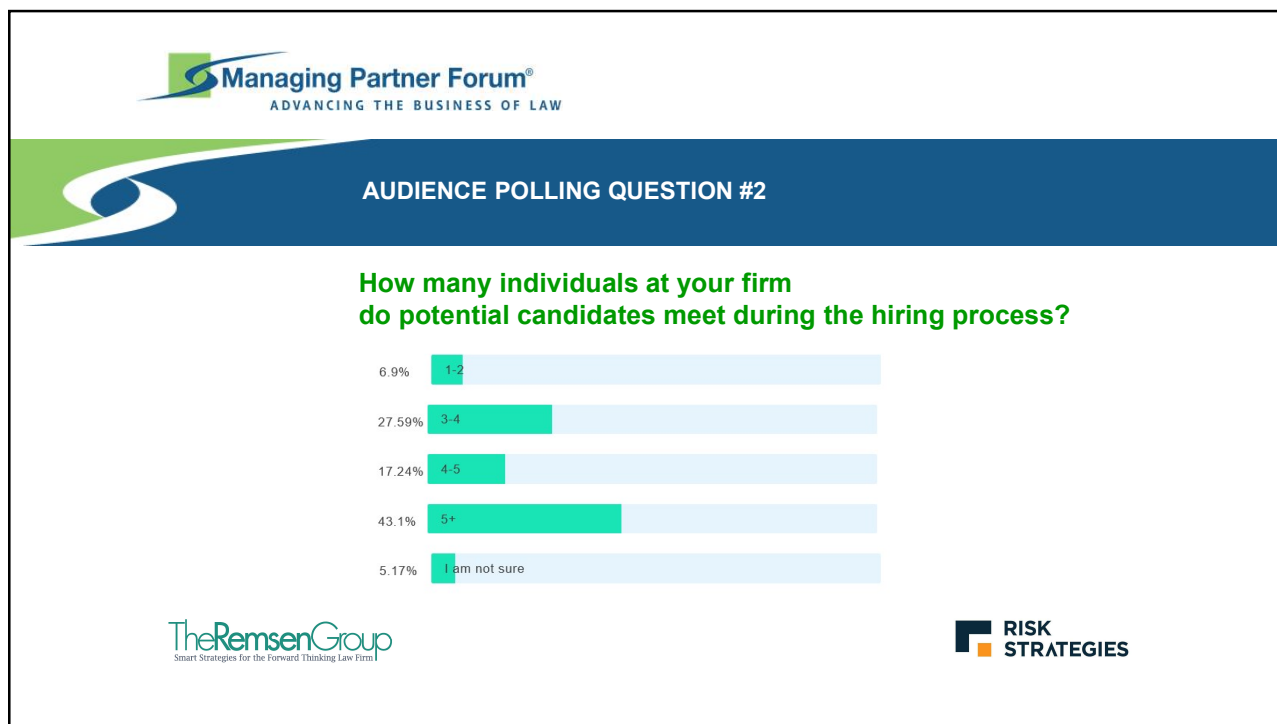


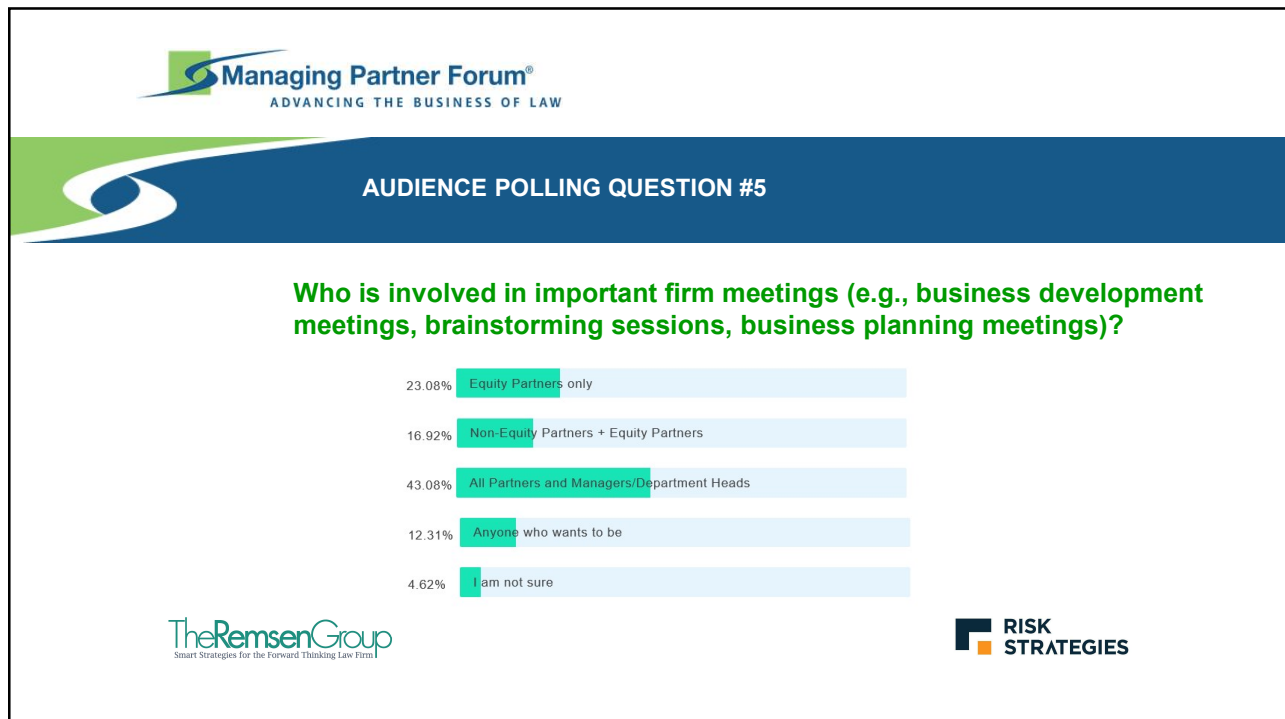
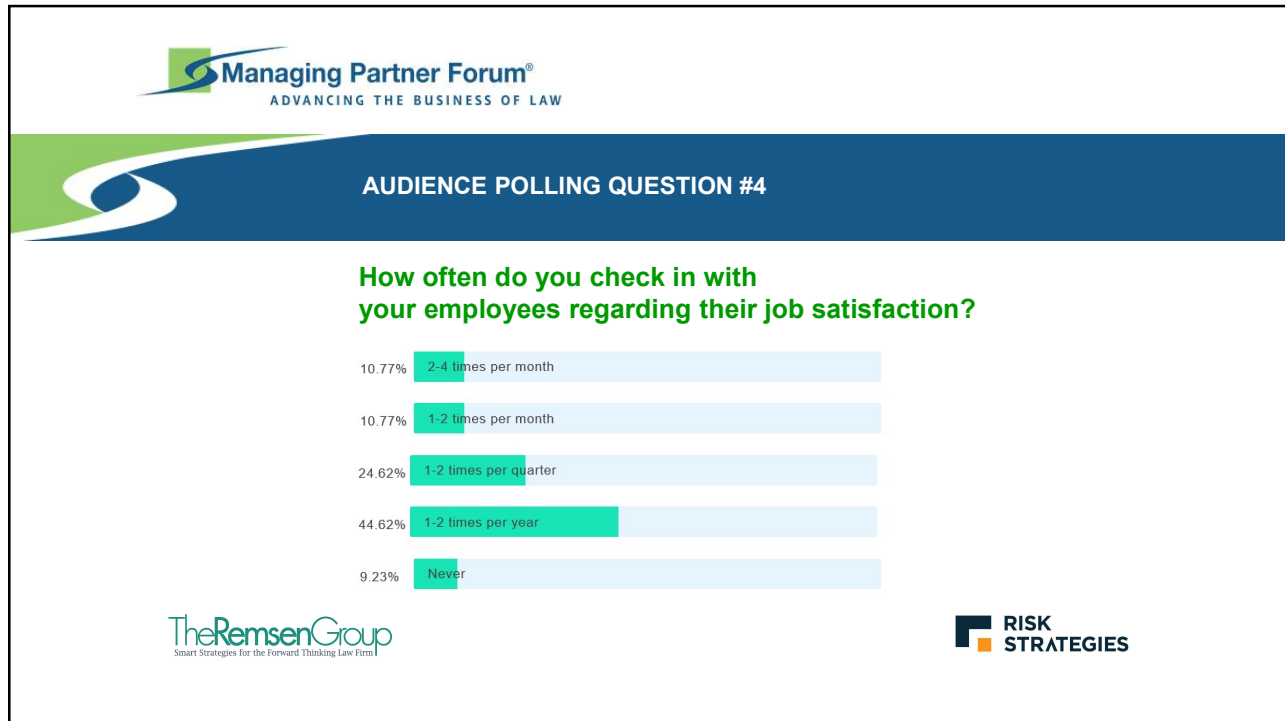
John Harrity, Esq.
Harrity & Harrity



Charlie Jimerson, Esq.
Jimerson Birr







MPF Webinar Series

The Law Firm of the Future



CONTACT US

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