

Best Practice Workshop: Is Your Intelligence Framework Optimized?

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Scenario Number One:

Our law firm has 300 attorneys with offices in 10 states. We are a full service law firm that has worked hard in recent years to move from an eat what you kill culture to one with client teams and focused heavily on cross selling. While we have said that we want to cross sell we have not done it well and we are now looking for ways to go deeper with our clients. We have organized our attorneys into industry teams in efforts to better understand the needs of and issues facing our clients.

Firm has handled two commercial litigation matters in Texas for Medical Care Complete, a health care company providing health care staffing, services, and products to the health care industry. Attorney Abbott has an opportunity to meet with the general counsel to discuss the company's needs and how our firm can better serve and support this company. Medical Care Complete has been engaged in litigation across the country around various issues and has also been involved in buying up private doctor groups to take them "in-house" as part of Medical Care Complete. We are a full service law firm and are equipped to handle not only litigation but also contract negotiations that are a part of any doctor practice group acquisition. Medical Care Complete has also been buying up smaller private companies in the US and internationally.

Scenario Number Two:

Medium size litigation firm focused on product liability as a specialty area, but handle all kinds of commercial litigation. While commercial Litigation has been core strength of firm, the firm wants to diversify and cross-sell more and grow their transactional business. They also want to optimize their client relationships that could support both areas.

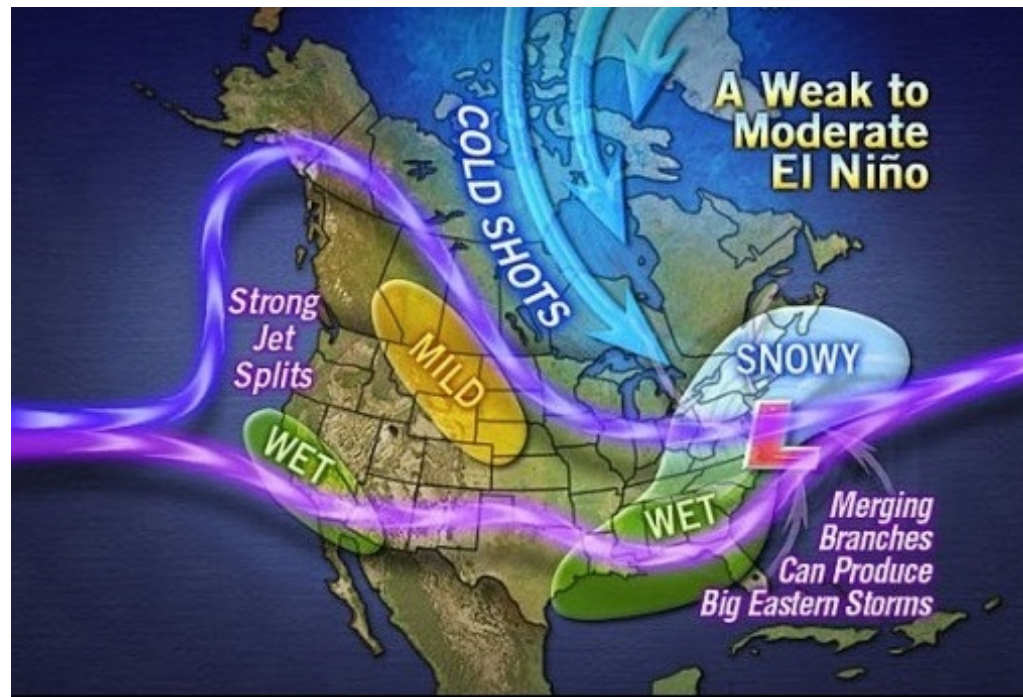
The Litigation Practice Leader has determined 5 of their larger customer relationships who she believes will be optimum for cross-selling more of the firm's transactional business.

Questions:

1. What does the intelligence gathering process look like?
 - What resources or specific sources (internal & external) are you using to the gather the information?
 - Who on your team is retrieving the data?
 - Who is analyzing the data?
2. How do you determine the quality of your intelligence?
 - Rank and measure what you expect the quality to be from your sources.
 - How did you determine that ranking?
 - Is the process: efficient, costly, repeatable?
 - How do you think the intelligence could be impacted by a bad piece of data? i.e.:Google source vs Monitor Suite vs out-of-date data?
3. How do you present the information in a meaningful way to partners?

Final Thoughts:

The legal profession has the opportunity to take a weather forecasting approach to improve their business development strategy....



Good data + Strong Judgment = Strong Intelligence Framework

Take Aways That You Can Implement Today:

1. Consider leveraging external (to the firm) data for decision making.
2. Analyze & measure the quality of your data sources.
3. Provide succinct, actionable information to your attorneys.
4. Ask yourself if you're settle for "good enough" data sources.
5. Make your process timely, efficient & repeatable.
6. Find what would resonate best with your attorneys & help them use it to differentiate themselves.

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