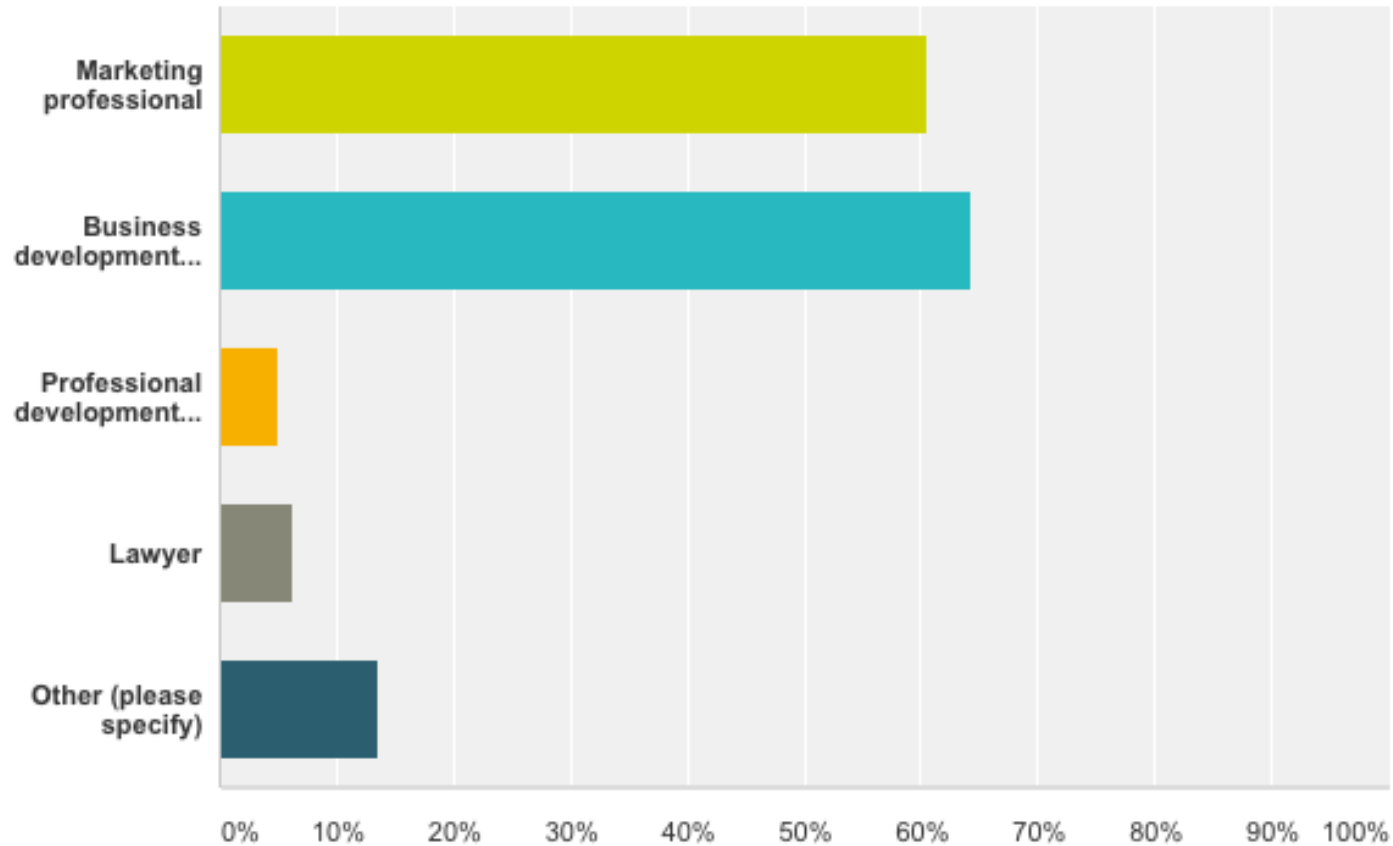


BD Challenges in a Changing Market



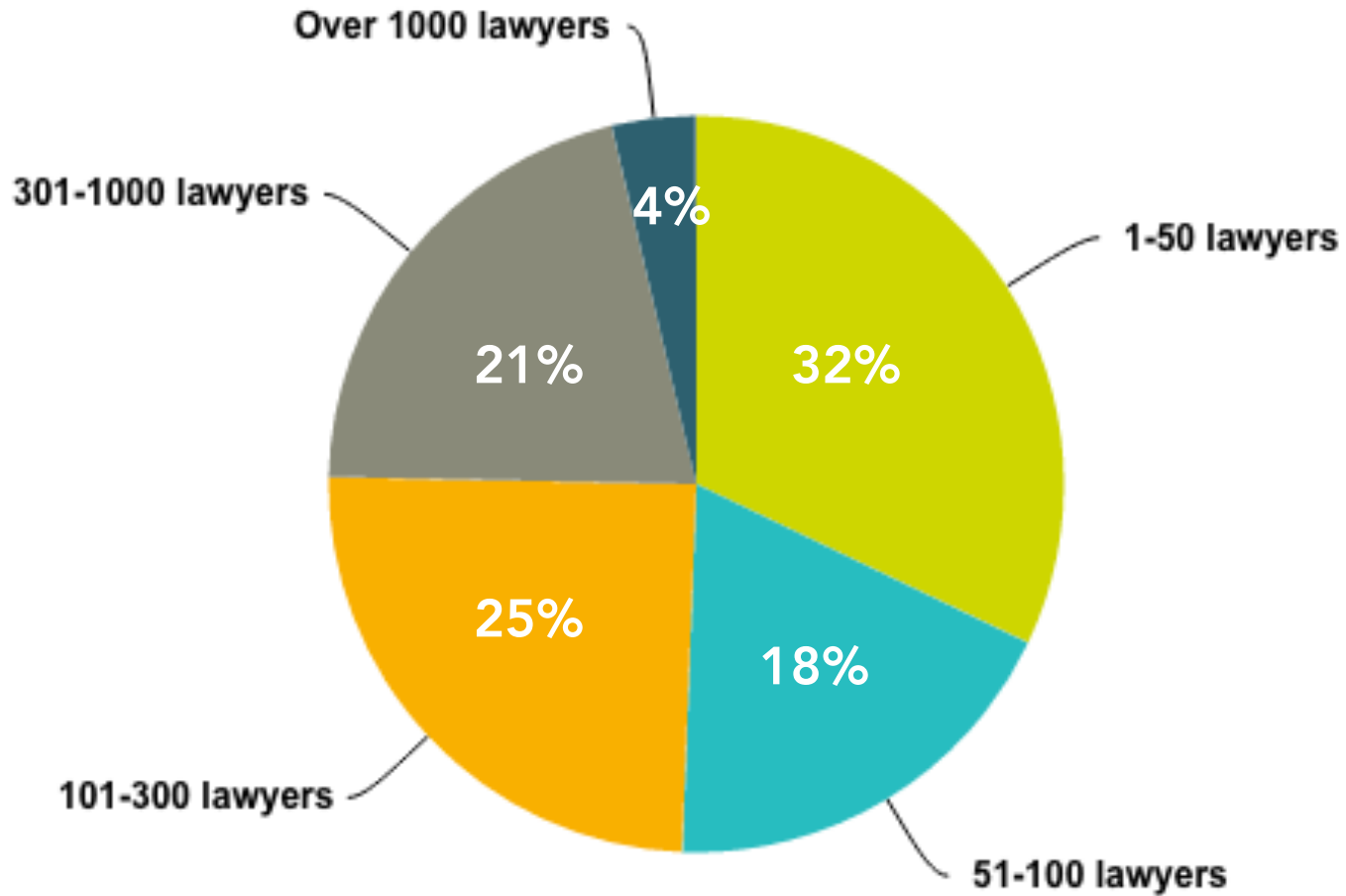
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What is your role at the firm?

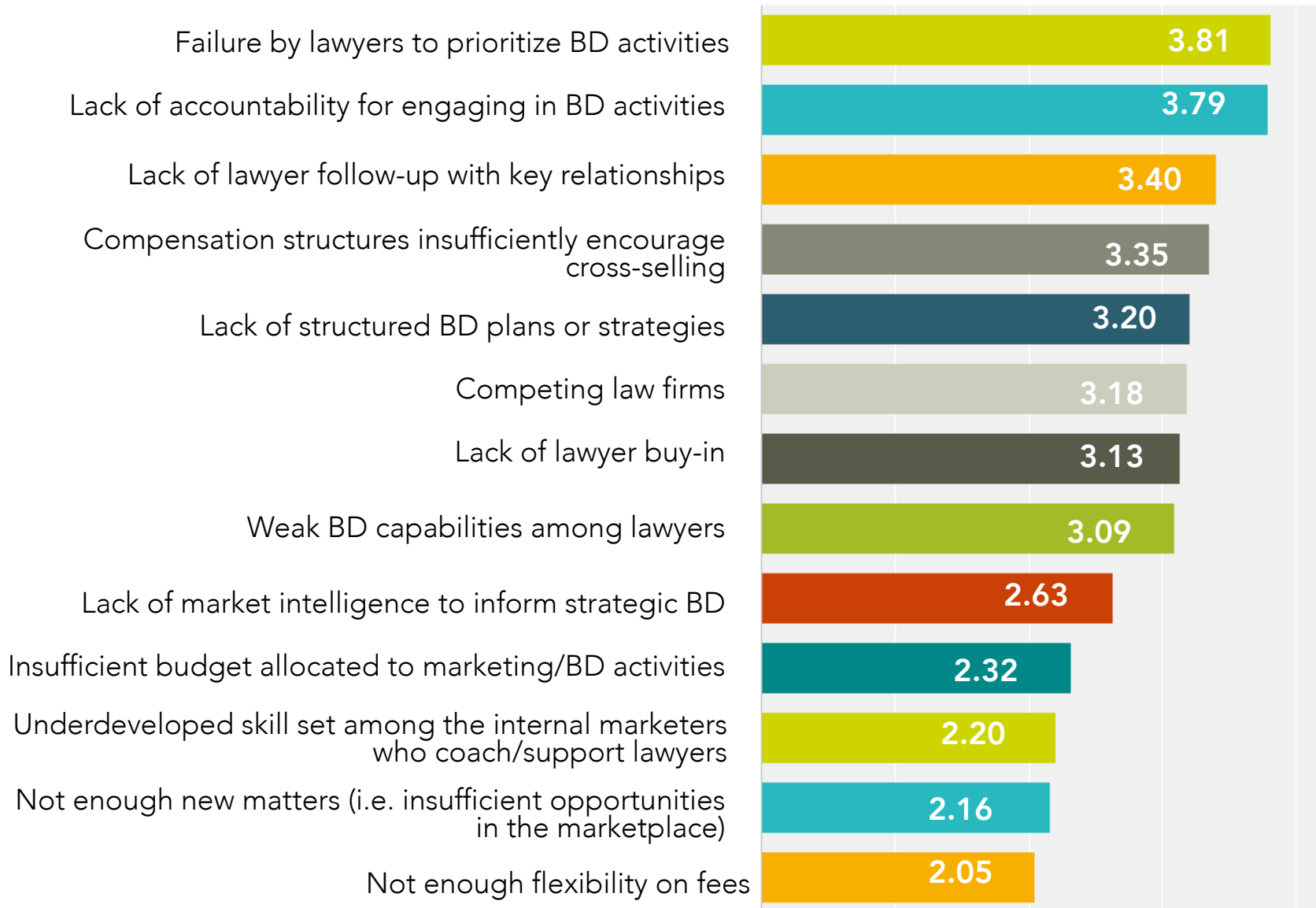


81 survey respondents (mostly legal marketing and BD professionals) representing over 70 North American firms

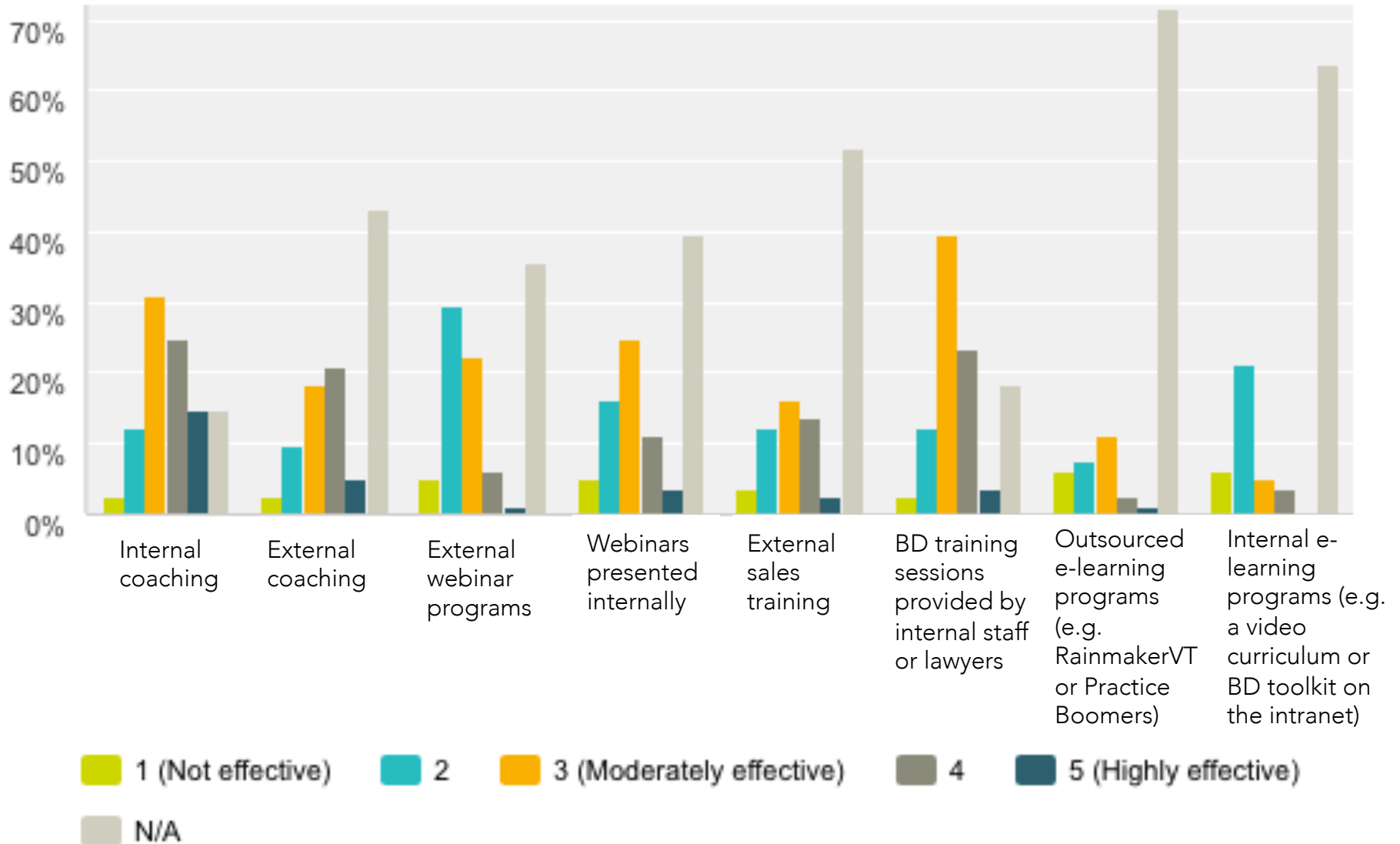
How many lawyers are at your firm?



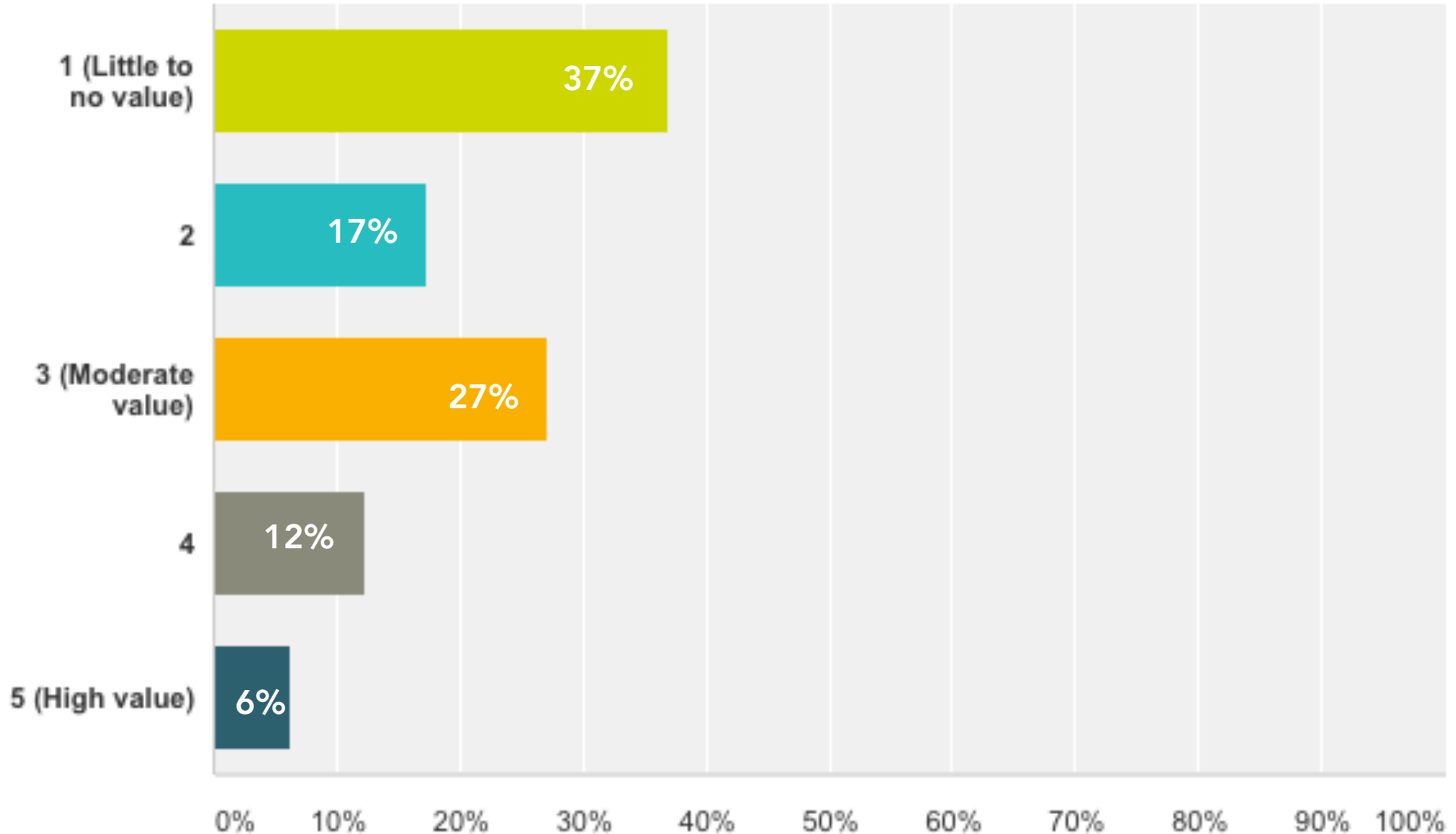
What are the biggest challenges with BD at your firm, and how problematic are they?



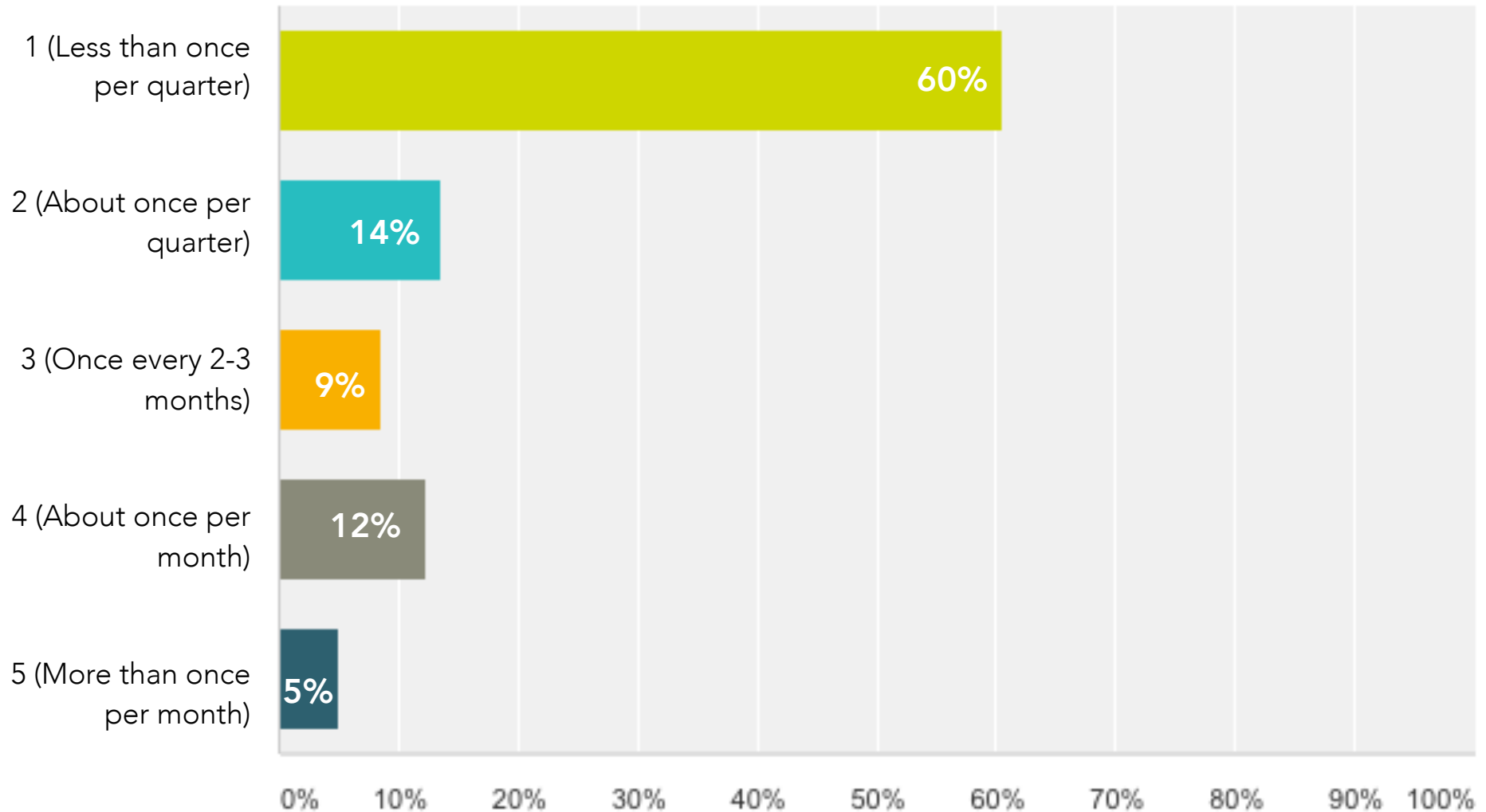
How effective are the following resources at your firm? (Select N/A if your firm does not use a given type of program.)



On a scale of 1-5, how much value is placed on metrics in calculating the effectiveness of the BD training programs in the previous question?



On a scale of 1-5, how often are your lawyers held **accountable** for engaging in BD activities?
(e.g. meeting with a BD Manager, CRM dashboard review, regular mentorship, coaching circles, etc.)





PRACTICE BOOMERS[®]
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A solution to the accountability issue