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LSSO Research Revealed: Trends and Stats that Matter – June 2007

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LSSO's Women Rainmaker Study

RainDance Conference 2007

June 14, 2007

Prepared by

The BTI Consulting Group

396 Washington Street, Suite 314

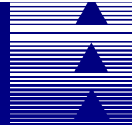
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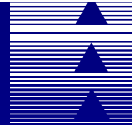


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Methodology and Approach

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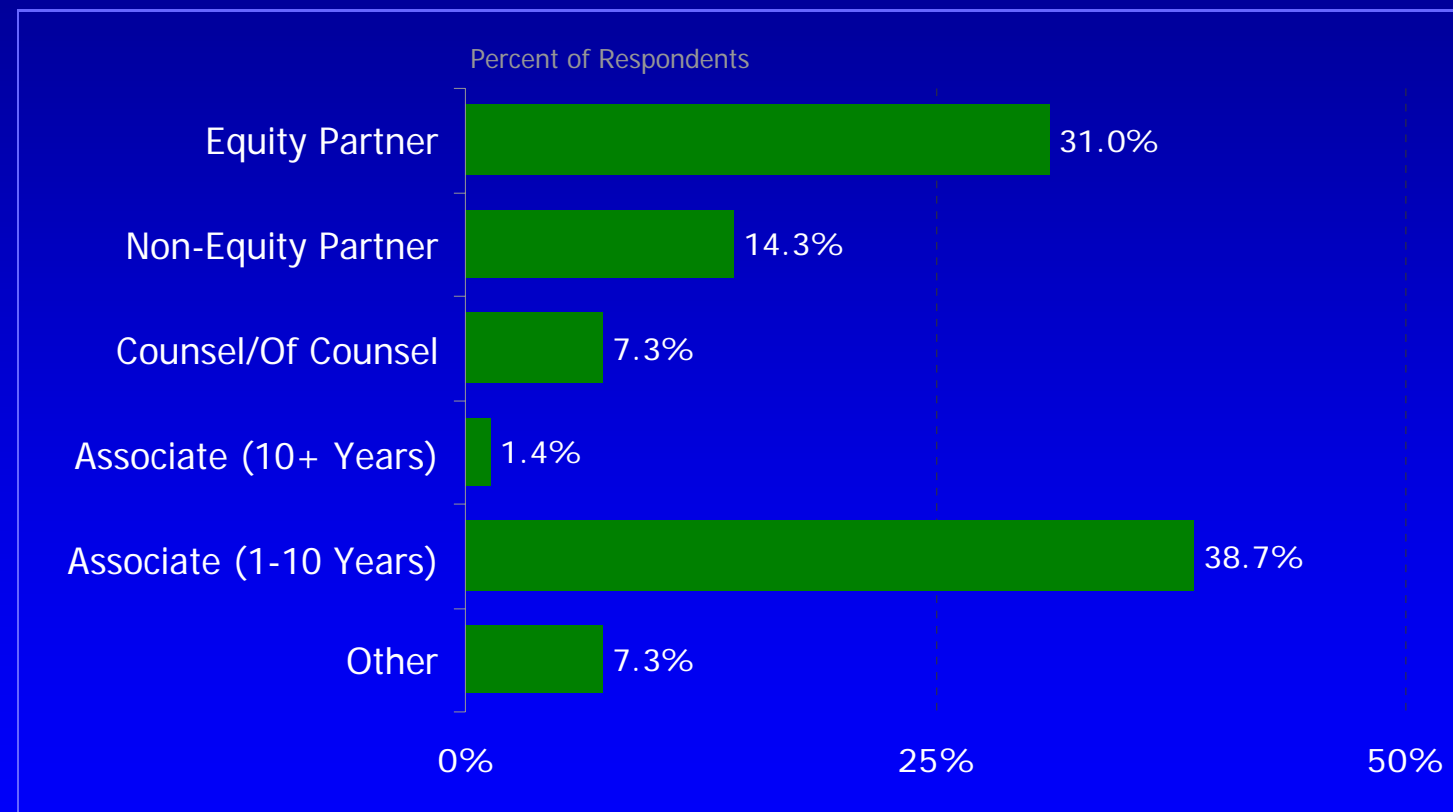
- ◆ 426 women legal professionals responded to a comprehensive online survey
 - › Nearly 100 distinct questions
 - › More than 20,000 individual data points
- ◆ Firm size:
 - › More than 300 attorneys: 47.9%
 - › Between 100 and 300 attorneys: 23.9%
 - › Fewer than 100 attorneys: 28.2%
- ◆ Employee type:
 - › Full-time: 85.8%
 - › Part-time: 14.2%

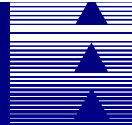


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Who We Spoke To: Women Legal Professionals





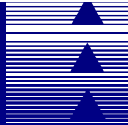
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Today's Agenda

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- ♦ What is a Woman Rainmaker
- ♦ 4 Guiding Principles to Success for Women Lawyers
- ♦ Law Firm Culture and Women Lawyers

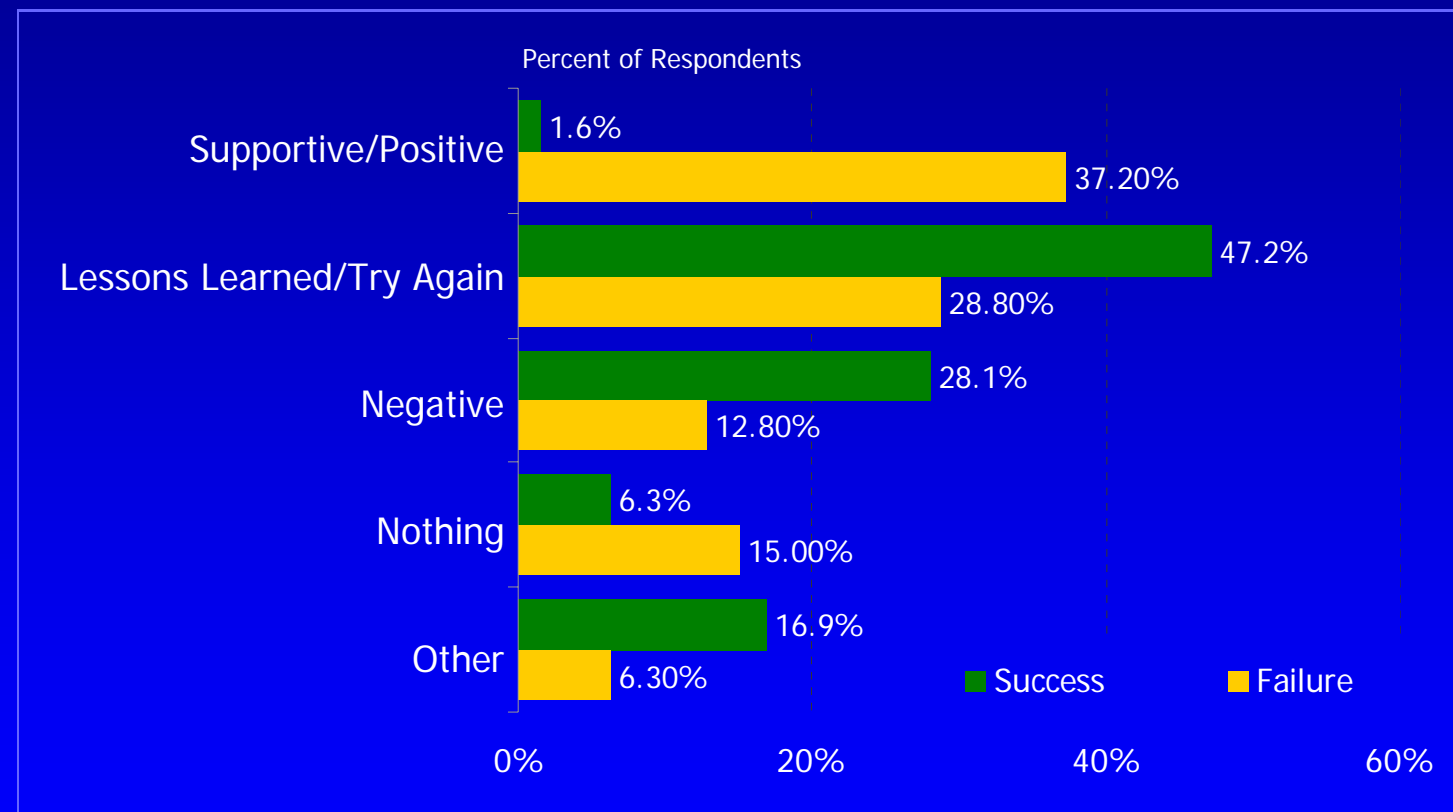


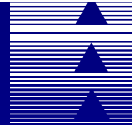
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Women Rainmakers Leverage Successful and Failed Business Development Efforts into Opportunities to Grow

What do you say to yourself when a sale or business development effort was successful?
What do you say to yourself when your business development efforts do not succeed?



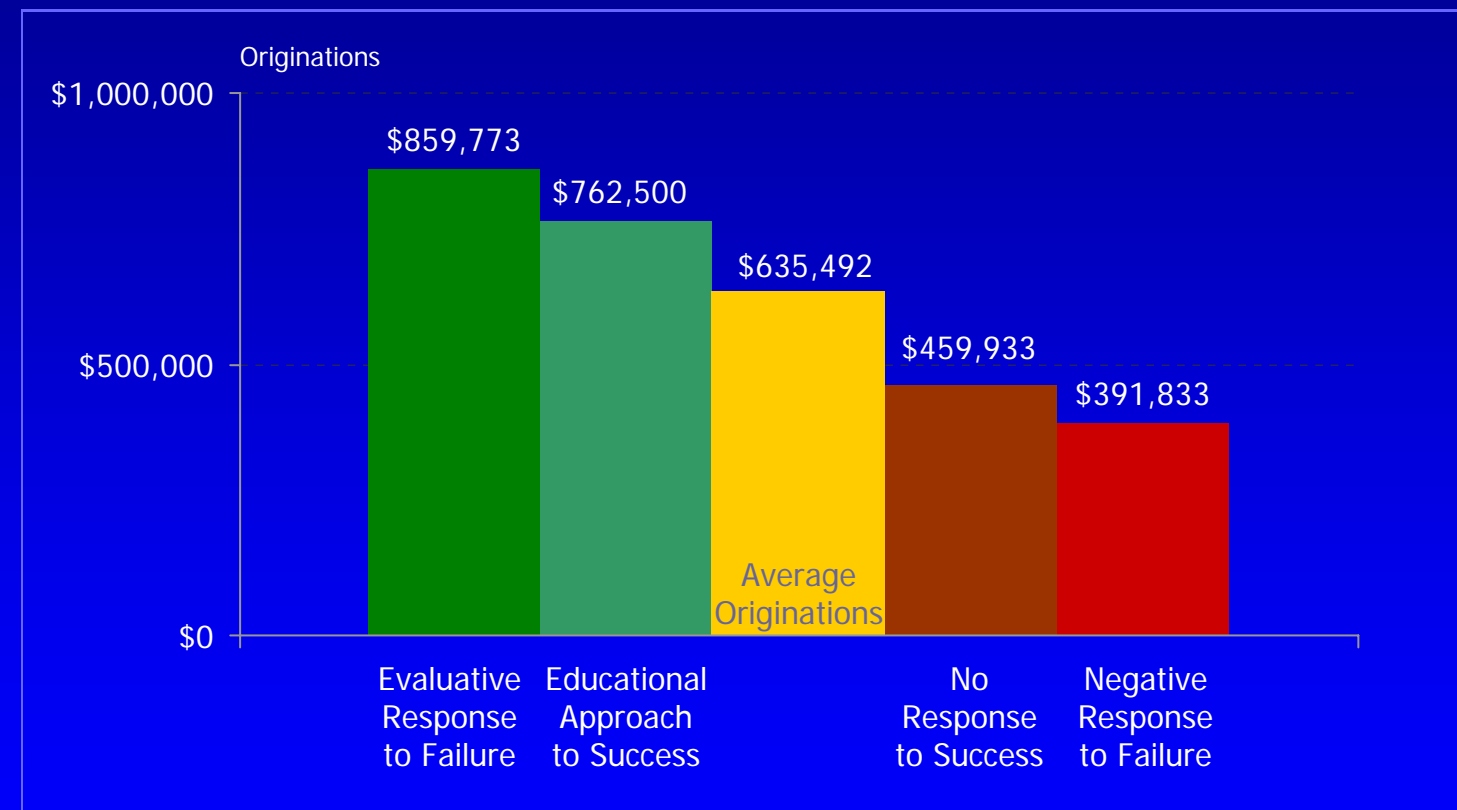


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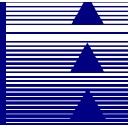
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On Average, Women Rainmakers Earn 16%-20% Higher Originations When Taking a Supportive Approach to Success – and Failure

What do you say to yourself when a sale or business development effort was successful?
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Note: Represents Partner-level responses only.



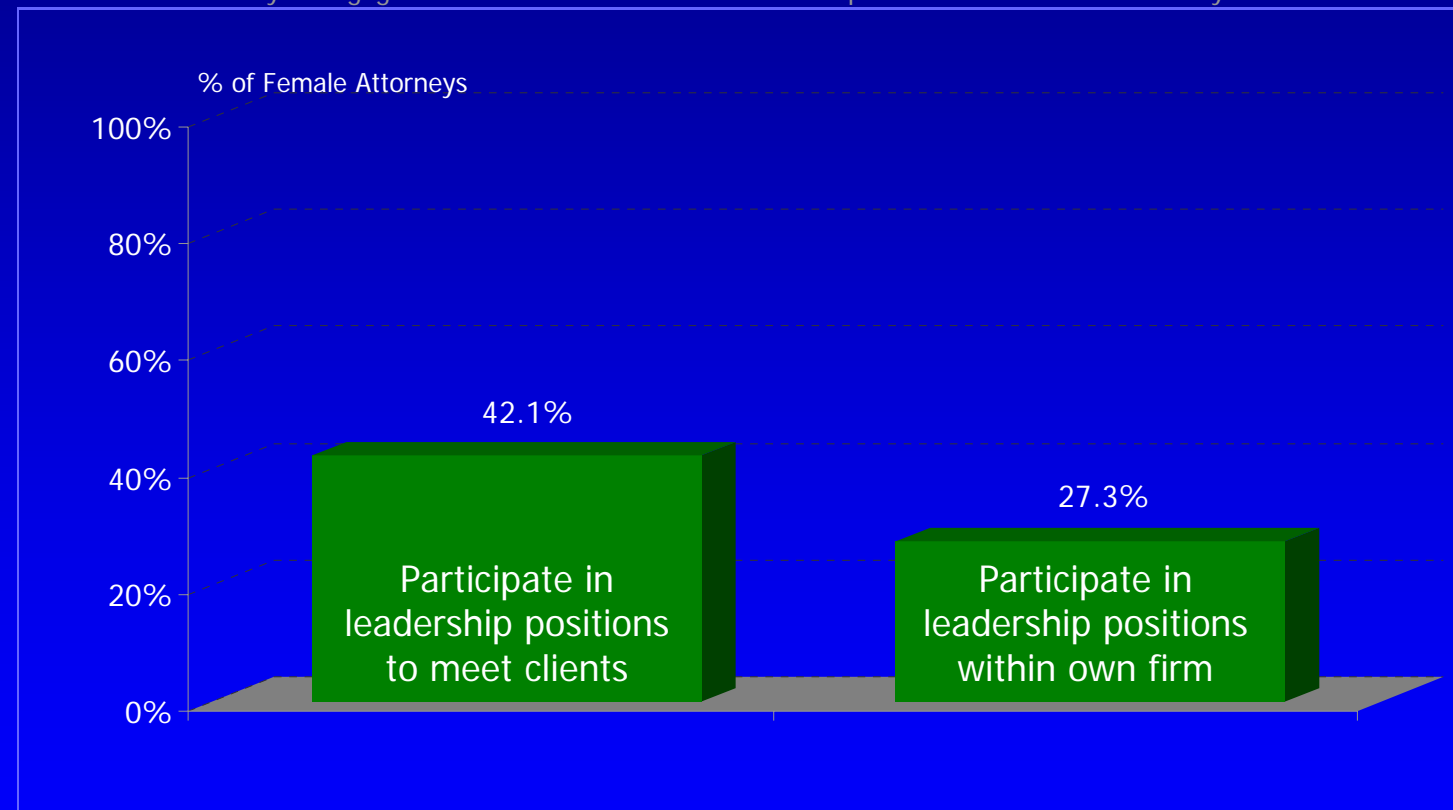
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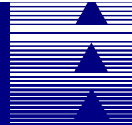
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Women Rainmakers Take On Leadership Roles

In what activities do you participate to meet potential clients?

In what activities do you engage in order to meet and form relationships with referral sources within your own firm?



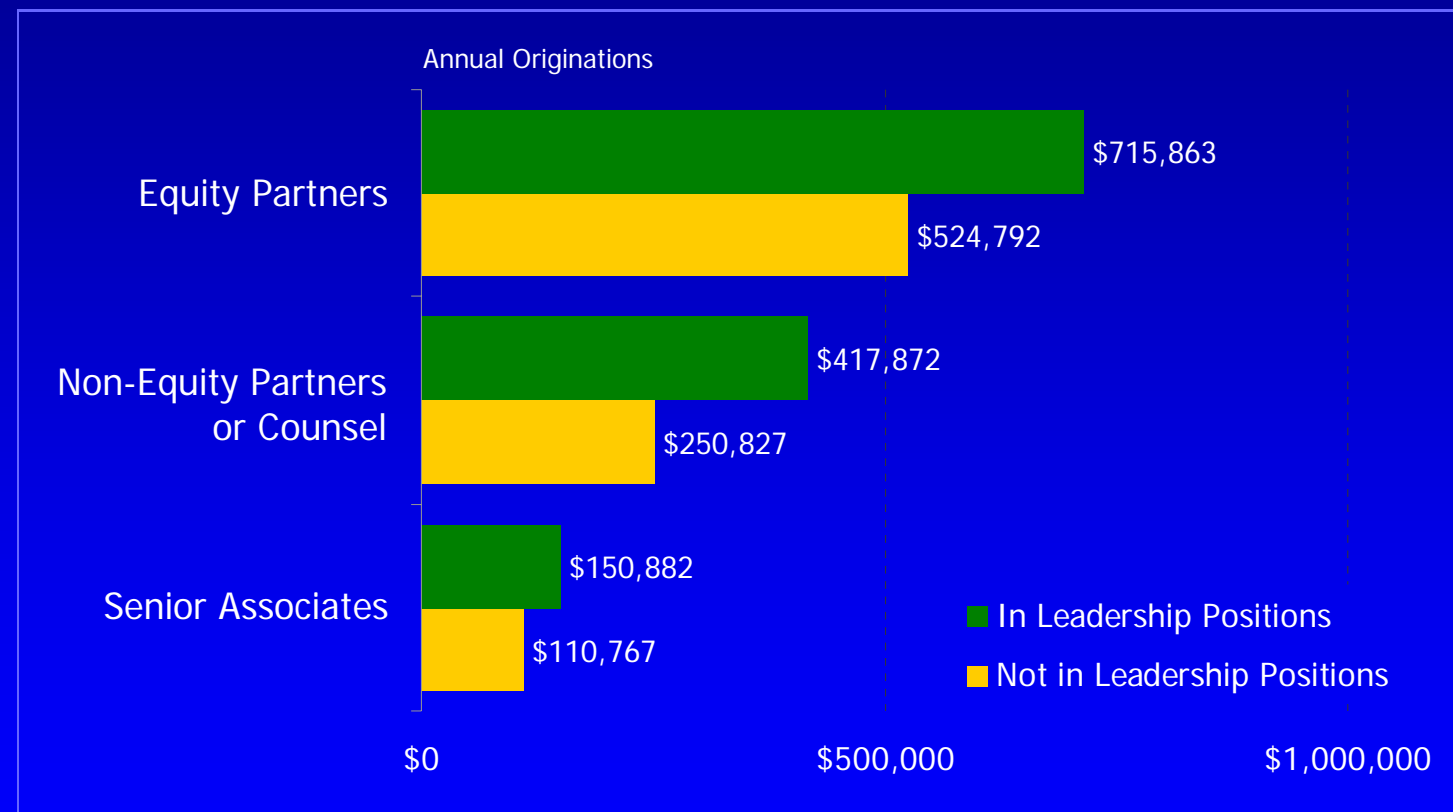


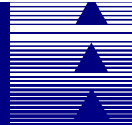
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Leadership Activities Critical to Success of Women of Counsel or Non-Equity Partner Status – 67% Higher Originations

Do you participate in leadership activities to meet potential clients?



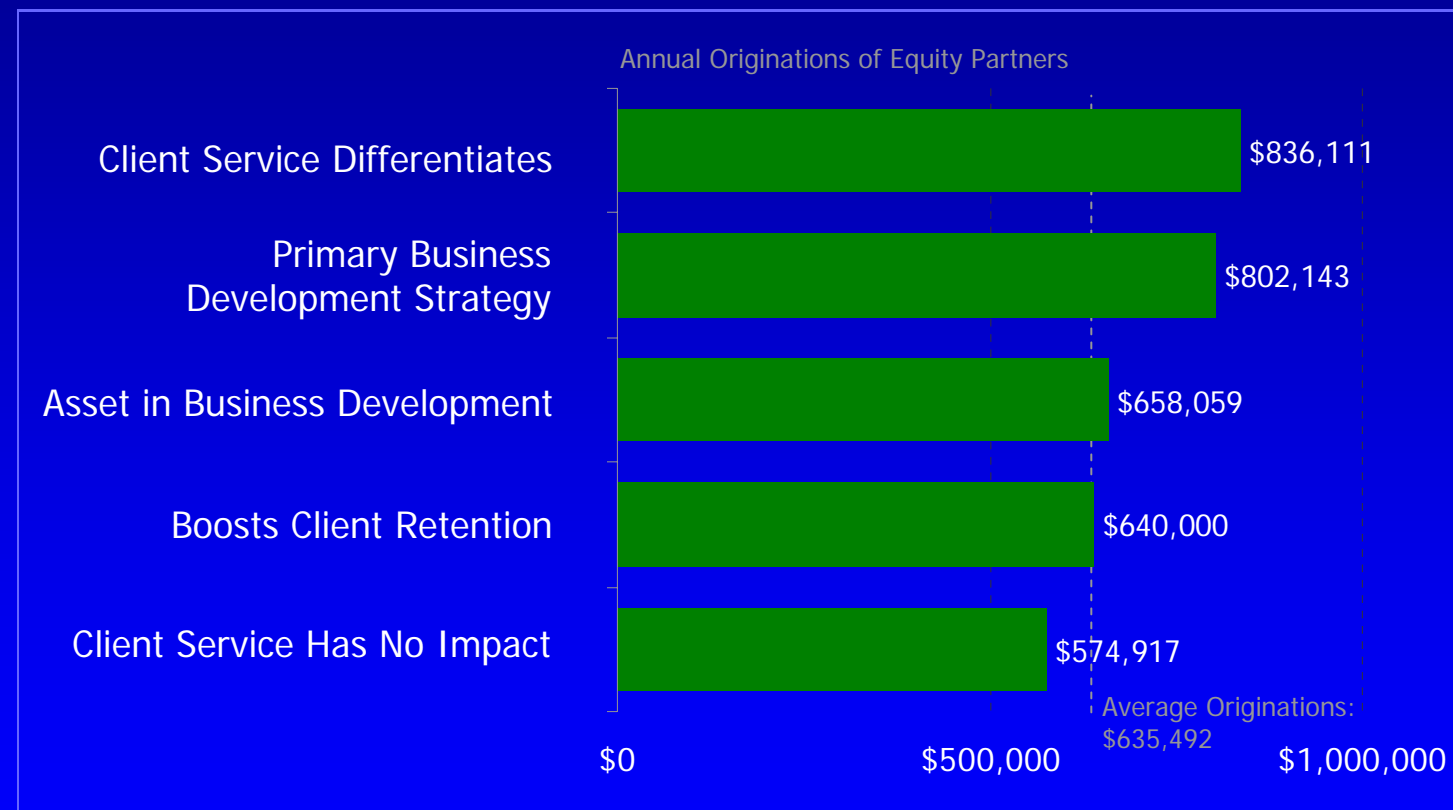


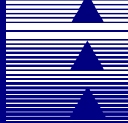
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Female Partners Who Recognize the Power of Client Service Reported 26.2% to 31.6% Higher Annual Originations

How has client service been used as a business development strategy?





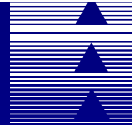
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Every Hour Dedicated Weekly to Business Development Yields Nearly \$30 Thousand in Additional Origination Revenue

How many hours a week do you devote to business development?

	Equity Partner	Non-Equity Partner or Counsel	Senior Associate
Average number of hours devoted weekly to business development	9.5	8.4	6.1
Average originations	\$635,492	\$330,275	\$125,276

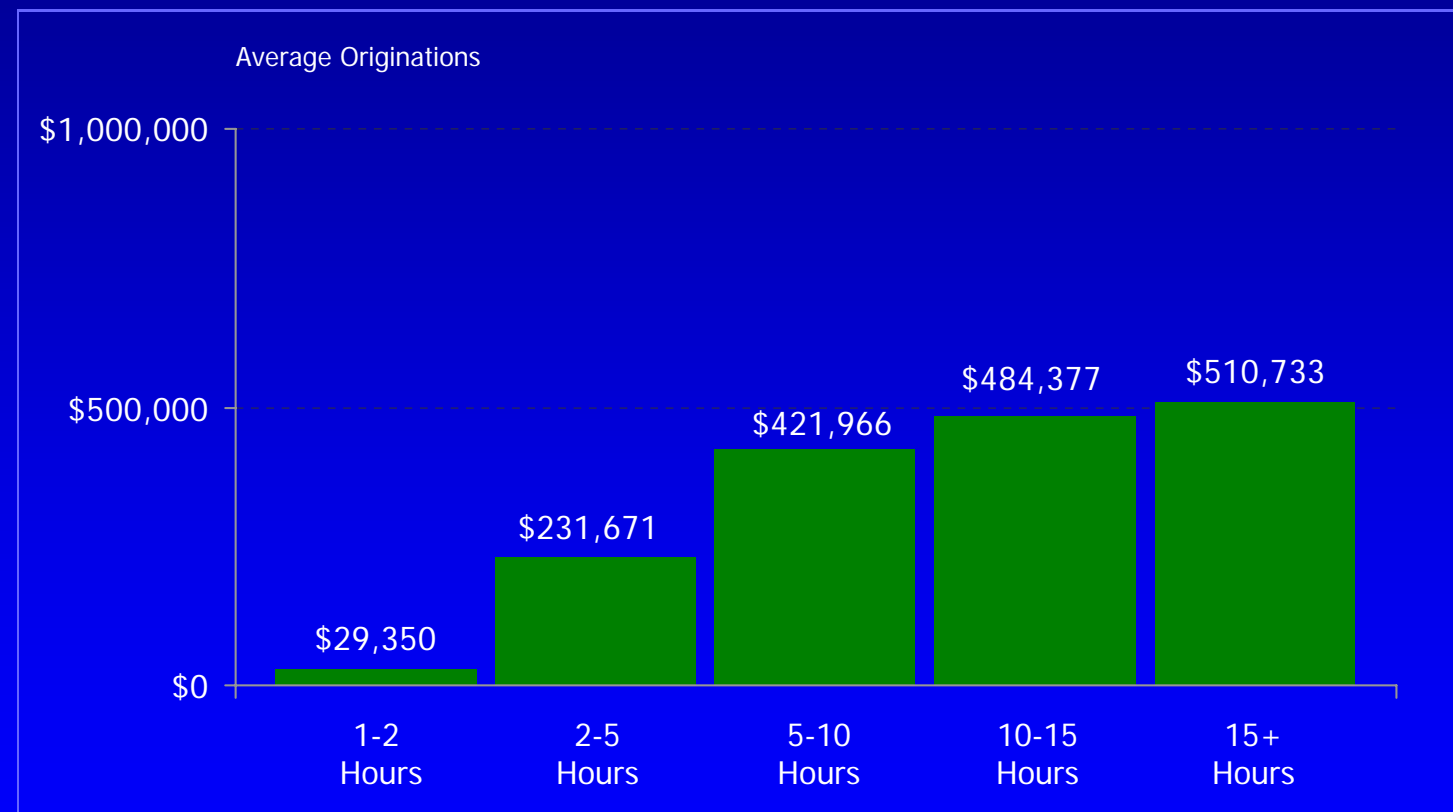


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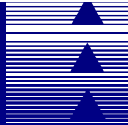


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Key Challenges and Obstacles to Becoming a Woman Rainmaker

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1. Firm Culture
2. Lack of Knowledge, Skills or Training
3. Lack of Time
4. Firm Presentation
5. Market Pressures
6. Gender

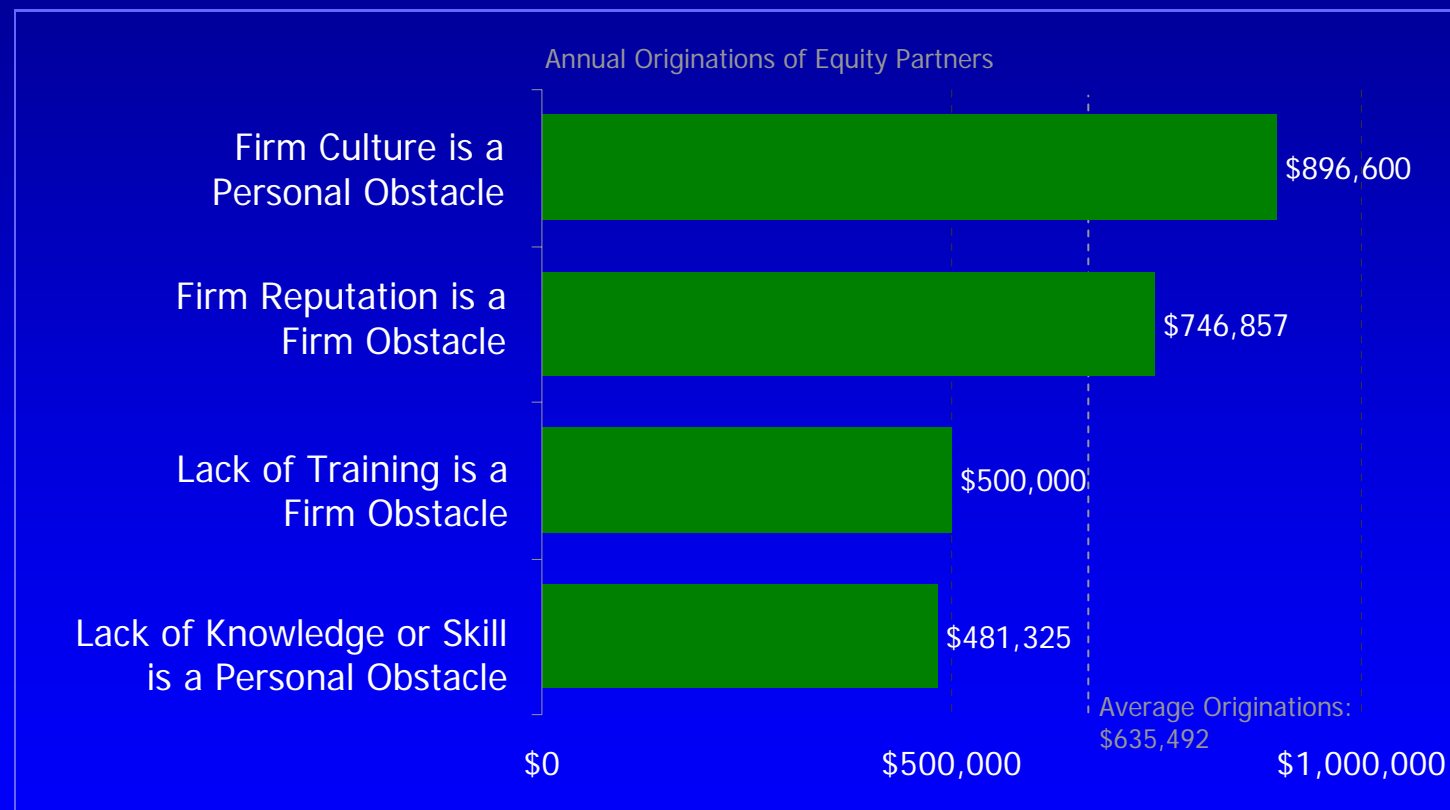


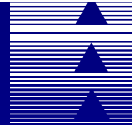
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Women Rainmakers Overcome Obstacles Firm Culture and Reputation Do Not Deter Success

What do you view as your personal obstacles or challenges for business development?
What are the business development obstacles or challenges for your firm?





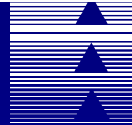
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4 Guiding Principles for Women Lawyers

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1. Have the Right Attitude
2. Take the Lead
3. Invest Time Wisely
4. Know the Power of Client Service



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