

LEGAL MANAGEMENT

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Developing a Strong Offensive Strategy

It's appropriate that my message this month comes shortly after Super Bowl XLIX. In football — as we all know — the objective is for teams to get to the end zone.



PAULA K. BARNES

2014-2015 ALA President

Legal Administrator,

Burr & Forman, LLP

Each team has its own plays and schematics to accomplish this goal. The team on offense has to make constant adjustments to achieve forward progress. It's these adjustments and moves that help the team build a winning strategy.

We have been running our ALA offense for my entire season as President. We keep playing on day by day, making changes that will keep us moving forward toward the end zone to meet our strategic goals. ALA's Board of Directors has been working on the implementation of the Association's strategic plan for over two years now. Part of that implementation involves exploring a number of membership models to help ALA achieve its vision of being the undisputed leader in the business of law. We cannot fully achieve our goals while actively excluding key segments of the overall legal community.

Earlier this month, the Board approved amendments to the Association Bylaws related to membership eligibility. ALA Bylaws currently establish membership eligibility for individuals who may be self-employed, independent contractors, sole proprietors and employees of a business partner who perform the daily hands-on work of a legal administrator. One of those proposed Bylaws amendments further clarifies and codifies that eligibility and specifically allows for the addition of membership eligibility to consultants who provide intellectual property or expert advice.

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Note: Business Partners remain ineligible for membership. For purposes of membership eligibility, a business partner is generally an individual (or member of an organization) whose primary function is to market or sell products and/or services to members of the legal community.

Many consultants have specialized expertise that could benefit ALA in key areas including strategic planning, education, member forums and volunteer leadership. Many bring years of experience and a broad network of contacts to ALA, and carry a great degree of influence with key stakeholders in the business of law. Many are former ALA members.

Consultants in the legal field provide great insights and advice to help the individuals and firms with whom they work achieve better results. As they are focused on objectives and strategies and they are often free of time-consuming operational duties, they can take a step back and look at situations more objectively and help offer fresh perspectives. Consultants perform tasks including, but not limited to, research, planning, evaluation, idea generation, implementation, testing and reporting. They are great partners to us as legal administrators and to our firms.

We are excited about the opportunities this group of players will bring to our ALA team. I look forward to all of us working together during the 2015 season to achieve our strategic goals and make us an even stronger Association.

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