

LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS

New Year, New Brand, New Home

Happy New Year! 2014 was another year of big changes at ALA.



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We launched the all-digital, award-winning *Legal Management*; implemented a number of innovations to our Annual Conference in Toronto; revamped and refreshed our fall regional events into the Business of Law Conference series; produced the all-new Human Resources Conference for Legal Professionals; and delivered a bigger and better Compensation and Benefits survey, among many other initiatives. It certainly has been a very busy and exciting year!

And 2015 promises to be filled with even more exciting progress for the organization, as we grow and evolve ALA as the leader in the business of law. We'll provide you with enhanced opportunities for personalized networking and professional growth through new Shared Interest Groups and our Business of Law online curriculum program. Next month, we'll host the Managing Partner-Executive Director Forum in partnership with Nesso Strategies — an event that brings your leadership team together for a concentrated program where the focus is on growing the effectiveness of your roles. We'll help you master profitability with our Financial Conference for the Legal C-Suite in May. And soon, we'll be launching a new brand for the association to better reflect the dynamic nature of the profession and the critical role of leaders in the business of law.

In addition to our new brand, we will also have a new home, the address still to be determined. Although our decision to move was not entirely our own (a major corporation plans to take over our office complex, requiring us to relocate), we are excited by the opportunity to reimagine our work environment, which in turn, should spark more collaboration and innovation among our employees.

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As you know, one of our four strategic goals focuses on highly engaged talent. People — both volunteers and staff — power associations. We are committed to attracting, managing, retaining and promoting the best talent possible for ALA. Many of you have gone through plenty of office moves, and understand the importance of location and office layout and the impact these factors have on employee recruitment, retention and productivity.

Our current office configuration is pretty unique — hallways of individual offices with physical and psychological walls inhibiting collaboration; large production areas that are no longer regularly

used as we move toward a paperless environment; and two static, small conference rooms that limit opportunities for group meetings and brainstorming. For those who have been to the office, you also know the location is remote from a larger metropolitan area with very few transportation options. While the arrangement may have worked for us a decade ago, the space no longer meets ALA's changing needs.

Our new space will offer a more open floor plan, while still providing staff with enough privacy and quiet to ensure concentration and productivity. The layouts we are exploring offer significantly more natural light for all employees, one of the most important factors to workplace productivity. We'll have more flexible, collaborative spaces — huddle rooms, conference areas, break rooms — to encourage greater engagement and interaction. We'll occupy fewer square feet, but will have much more efficient space. And we'll have exceptional access to Chicago airports, public transit and various highways systems, providing greater convenience to both staff and members when they are in town.

2015 is shaping up to be a momentous one for ALA. With a new brand and a new home, we look forward to continuing to build a better organization to meet your needs — from the inside and out. From all of us at headquarters, we wish you a happy, healthy and prosperous New Year.

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