

LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS

Facts & Stats



GET A GRIP ON GROWTH STRATEGY

Thomas Clay is a Principal of Altman Weil and has 30 years of experience consulting to the legal profession. He will also be a speaker at [*ALA's Finance Conference for the Legal C-Suite*](#), May 17 in Nashville, Tennessee. He was recently a guest on [*Legal Management Talk*](#) to discuss strategic planning and, specifically, the question of rational growth.

Click here to listen to [*"Rational Growth: Are Mergers the Answer?"*](#)

79 DEGREES

Average [*temperature*](#) in Nashville in mid-May. Why not enjoy the mild temps as you network and expand your career knowledge? There's still time to register for [*ALA's 2015 Annual Conference & Expo*](#).

QUICK STAT

*Legal services is the second most profitable industry, according to [*Fortune*](#). The reason? There's always a need. Plus, the operating costs are relatively low. Law firms largely invest in finding the right specialized people, rather than replenishing product.*

Tweet Trends

@ALABuzz: Are mergers the answer when it comes to law firms' future growth? Find out May 17 in Nashville: <http://www.alanet.org/finance> #BizLaw15 #ALAFM

@LegalIT (Legal IT News): [blog] How to increase document findability for your law firm: <http://litn.eu/cli040> #LegalIT

@attnyatwork (Attorney at Work): What do you need to know from a marketing expert? @jabezlebre pares it down to four questions. <http://bit.ly/1ClyuOb>



OVERHEARD

"Law firms are increasingly being run like the professional services business they are. And for marketers, that means an increasingly prominent role structuring deals, managing and contributing to client relationships, and ultimately applying the metrics of profitability to the day-to-day reality of real cases and real clients."

Source: *"Marketing's Impact on Profitability"* by Peter Darling

DID YOU KNOW?



Many firms, regardless of size, measure growth by the increase in the number of lawyers. But there are other, more important metrics that must be measured: Revenues. Profits. Number of new clients. Additional work for current clients. Development of new practice areas.

Source: *Robert Denney Associates Inc.*