



SHARPENING PERFORMANCE

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International Law Firm Network Planning Session

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Meeting Notes

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Meeting Notes

It was a pleasure working with all of you this past weekend. You worked hard to identify the top issues facing the growth of business flowing between your group, and have come up with some excellent suggestions for addressing these issues.

The following are the notes from the group brainstorming and planning session. To start the session, the group was given the question: “What are the obstacles to generating more referrals?” The group generated several suggestions, and we agreed upon the top four issues to be addressed. The room was then broken into four sub-groups to address each of the issues. After some discussion, the sub-groups came back with suggestions in each of those areas. The following captures the issues and suggestions developed by the groups.

“What Are The Obstacles To Generating More Referrals?”

Top Four Issues

- Internal communication, including cultural issues
- Personal relationships
- Membership in other organizations
- Lack of opportunities, including attracting internal business and general awareness of ILF to our targeted market and the challenge of being mid-sized vs. larger firms

Other Issues

- Lack of prior experience with other members
- Lack of a basis to judge capability of other members
- Lack of expertise
- No members in specific locations
- Different in fee structures
- Clients who dictate the firms used
- Ability of members to reciprocate
- Unpaid fees by clients

Top Issues Suggestions

Internal Communications

What	Who	By When
Develop a code of conduct between members – bylaws, levels of service, etc.		
Develop sub-teams in areas of practice and have ongoing communications		
Have the first contact with a client at no charge		
Offer member discounts		
Offer office space when members are in your area		
Exchange office personnel		

Personal Relationships

What	Who	By When
Attend meetings		
Active participation: sub-groups, small projects together		
Capture data of which members have used other members		

Membership in Other Organizations

What	Who	By When
Vote by ILF members regarding whether another member can have membership elsewhere		

Attracting Opportunities

What	Who	By When
Create more real synergy		
Incentivize		
Attract business for existing clients by finding opportunities for them		
Share pertinent client information		