



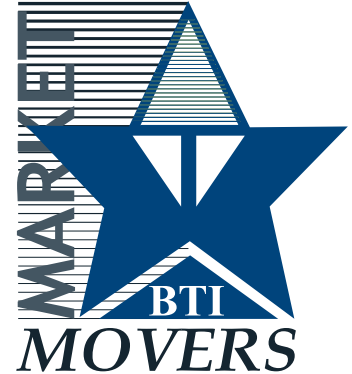
BTI Market Movers: Law Firms Shaping the Legal Market

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WALLER LANSDEN RECOGNIZED IN INDEPENDENT STUDY

*The BTI Market Movers:
Law Firms Shaping the Legal Market*

EXECUTIVE SUMMARY



Clients Define What Makes Law Firms Move and Shake

Market Movers captivate corporate counsel and key decision makers with their strategic prowess. Top clients peg these market-moving law firms as front-runners. Clients are more receptive to changes introduced by *Market Movers* and look for improved performance. Perhaps most importantly, clients see evidence of strategic thinking that is likely to find its way into client work.

BTI asked more than 240 corporate counsel to delineate the law firms who truly stand out for their innovative approach to delivering legal service. No prompting. This report, *BTI Market Movers: Law Firms Shaping the Legal Market*, names the 40 law firms singled out by corporate counsel and salutes them for making changes innovative enough to impress the toughest clients.

In our broad research, corporate decision makers talk about more than 300 law firms in total in different capacities, some more flattering than others. Only 40 law firms register with clients as truly making innovative changes in their approach to delivering legal services. These strategic leaders are positioned to shape the market to their advantage.

Systematic, meaty client feedback programs, bold market strategies and clear positioning for market leadership are the attributes clients observe about *The BTI Market Movers*. Law firms who introduce new billing strategies also earn *Market Mover* status. And, not surprisingly, the law firms who have introduced new services or changed their business model get noticed for innovation.

Direct Feedback on Market-Moving Law Firms—by Name

Corporate counsel and key decision makers share the reasons law firms stand out—by individual law firm. Learn first hand, exactly how clients frame the strategies that catch their eye.

WHAT THEY SAID ABOUT WALLER LANSDEN

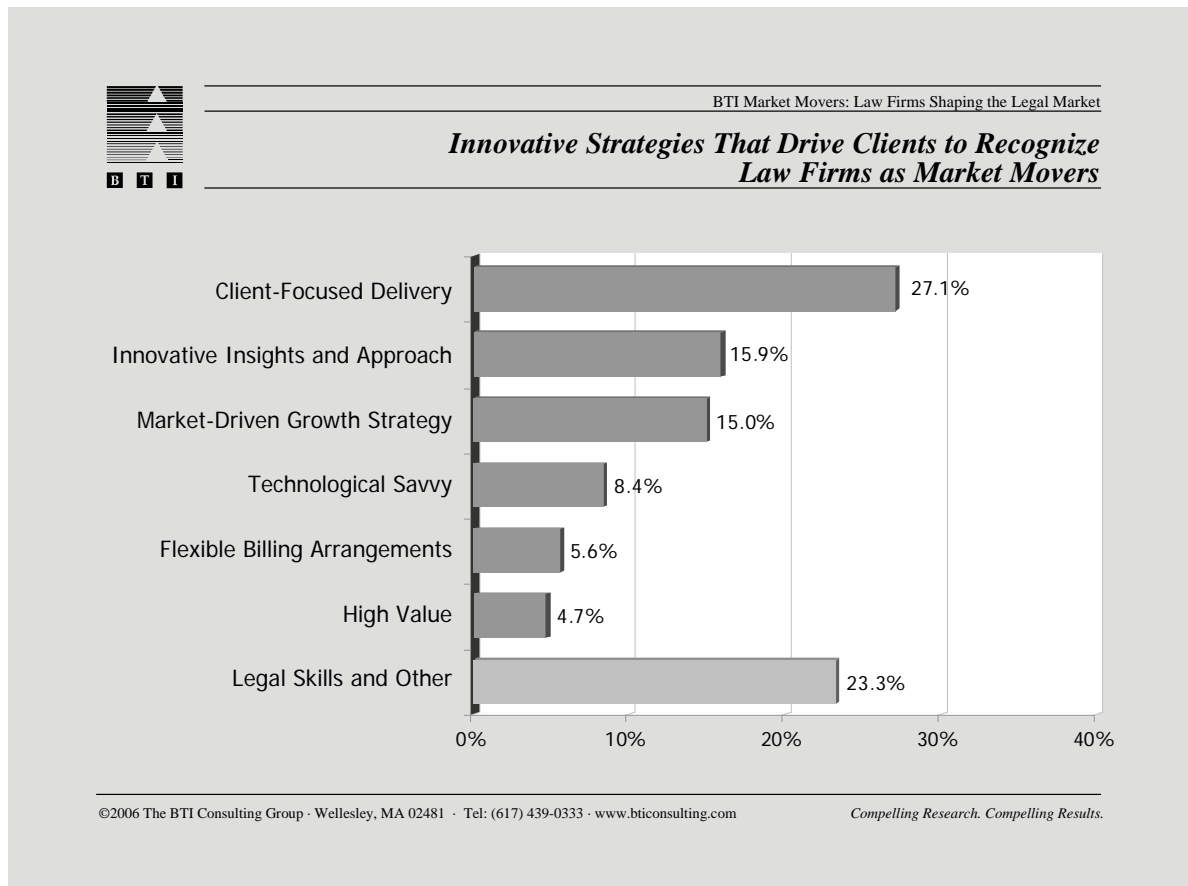
“They really take client service to heart. They send good emails about changes in the law. They are very responsive.”

— *Assistant General Counsel, Fortune 1000 Company*



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BTI Market Movers: Law Firms Shaping the Legal Market



How to Move a Market:

Client Service Initiatives, Market Positioning and the Perfect Billing Process

BTI's exclusive research reveals 4 major reasons law firms stand out as true innovators. One of the top market-moving innovations—straight from clients—is to include clients as part of the law firm change process. Clients define inclusion as the opportunity to provide feedback and ideas to law firms to better meet their own future needs—a long-winded way of saying client feedback.

Clients are impressed with a select group of law firms' market strategies. A bold strategy that positions a law firm for global leadership etches market-moving status on business unit leaders and corporate counsel alike. These same clients note well-crafted aggressive law firm business development initiatives unfolding in the market.

Client-friendly changes in billing serve as a bastion of innovation in the eyes of the client. This underscores the deep issues many clients see with law firms' billing practices. The ability to move a market is sometimes rooted in seemingly simple changes, easily within reach.

These market-moving insights point to some of the burning issues that drive client thinking. Beyond that, good clients want to be associated with the firms they see as the winners. *Market Movers* have positioned themselves at the head of the pack and ultimately may have a leg up. In a world of clients using fewer law firms, changing the market to your advantage may just accelerate the trend in your favor.