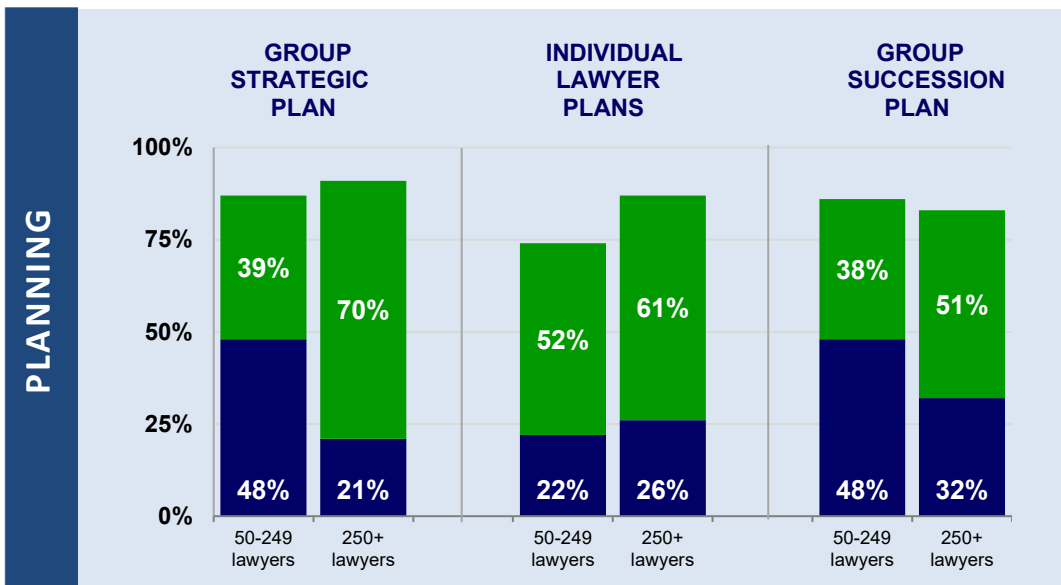
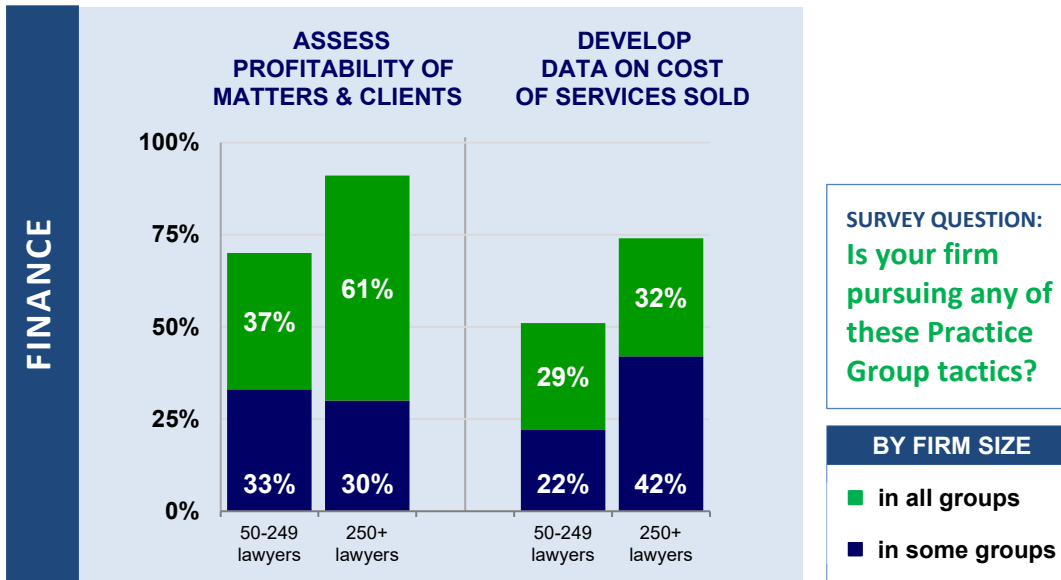


Practice Group Leadership and Management 2020



THE KEY ROLE OF PRACTICE GROUPS

"In response to the COVID-19 crisis, what should law firm leaders be doing beyond tactical triage? The first thing is to assess your strategies against potential changes in the external environment and within the firm. In most cases, this should be done at the practice group or industry team level, as opposed to a global look at the firm. Changing market forces will affect each practice differently.

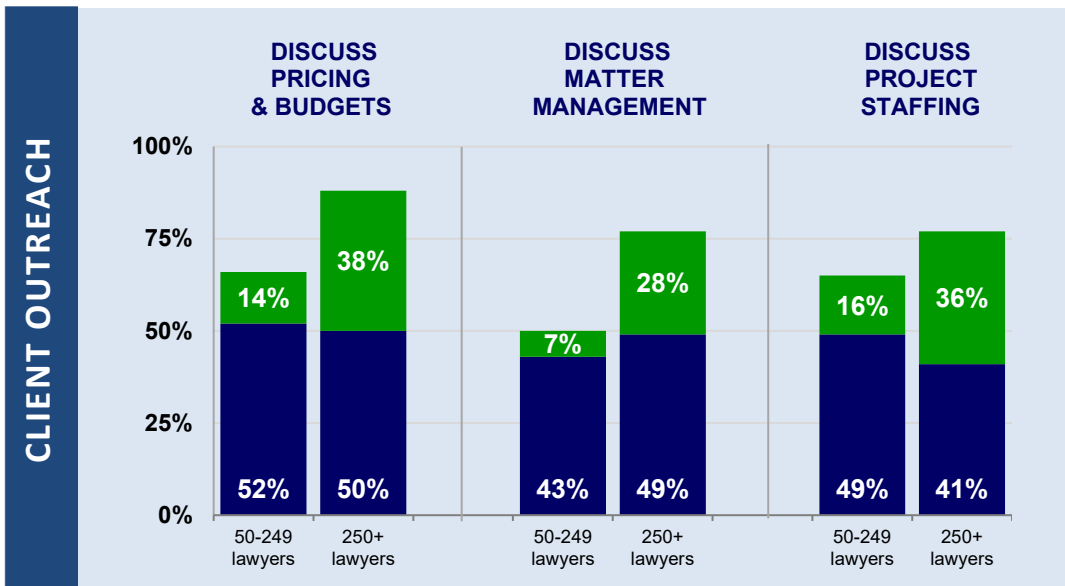
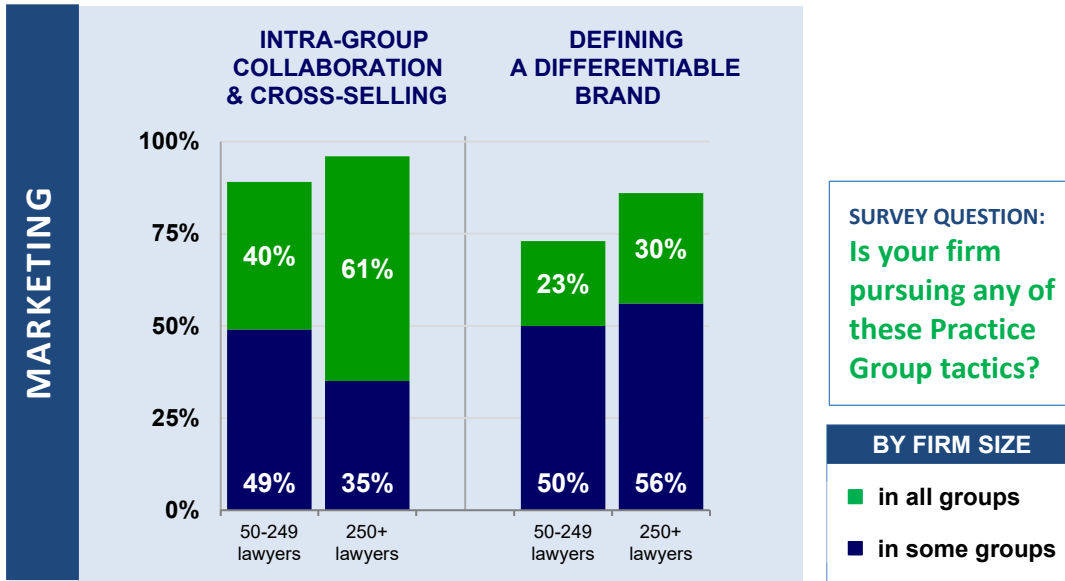
The firm should ask practice leaders for this preliminary assessment as soon as possible. Ask group leaders to look at their current strategic plans and consider how the crisis is impacting their group. Might what the group is doing during the crisis be continued as a longer-term strategy? Which of their presumed assets (like chronic underperformers) are really liabilities? Is the group experiencing a short-term blip or a mega-shift in circumstances?

The timeframe to do this is now so that once the crisis abates decisions can be put into play rapidly — and potentially ahead of competitors."

— Thomas S. Clay

A Positive Exercise for Post-Crisis Performance
www.altmanweil.com/PostCrisisPerformance

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PRACTICE GROUP RESOURCES

- **A Short Course on Practice Group Planning**
by Eric A. Seeger
- **Putting Your Practice Groups to the Test: A Strategic Assessment**
by Thomas S. Clay
- **Top Ten Mistakes Practice Group Leaders Make**
by Thomas S. Clay & Eric A. Seeger
- **A Simple Exercise to Differentiate Your Practice**
by Eric A. Seeger
- **How to Develop Deeper and Stronger Client Relationships by Asking Them the Right Questions Before They Ask You**
by Thomas S. Clay

AVAILABLE AT: www.altmanweil.com/PGarticles

Altman Weil has five decades of experience working with law firms on practice group leadership and management.

CONTACT OUR PRACTICE GROUP EXPERTS:

Eric Seeger: eseeger@altmanweil.com

Alan Olson: arolson@altmanweil.com

Tom Clay: tsclay@altmanweil.com