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# Tomorrow's Issues For Law Firm Leaders Today

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**Seyfarth Shaw LLP**

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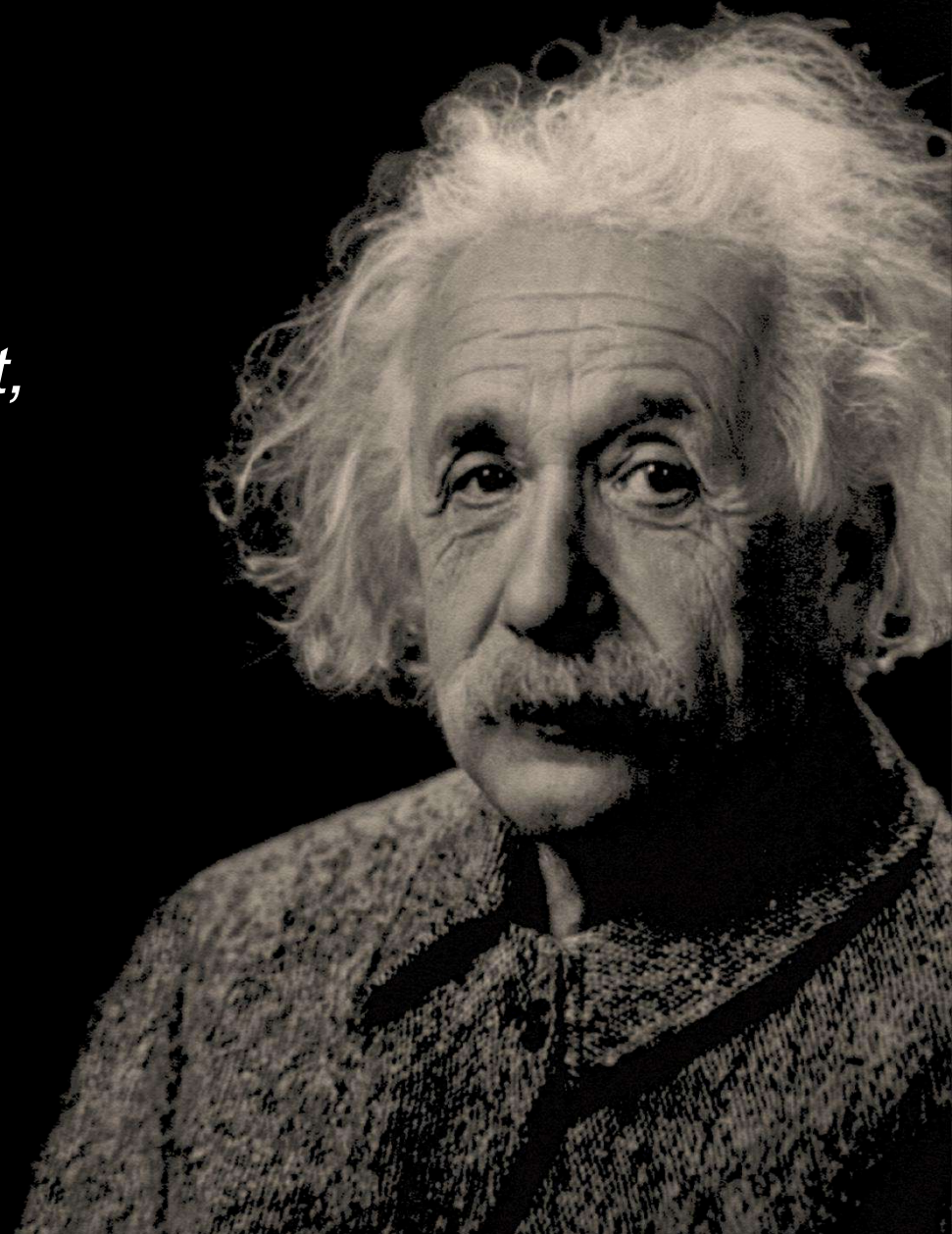


“

*If I were given one hour to save the planet,  
I would spend 59 minutes defining the  
problem and 1 minute resolving it.*

- ALBERT EINSTEIN

”







# Confounding Variables

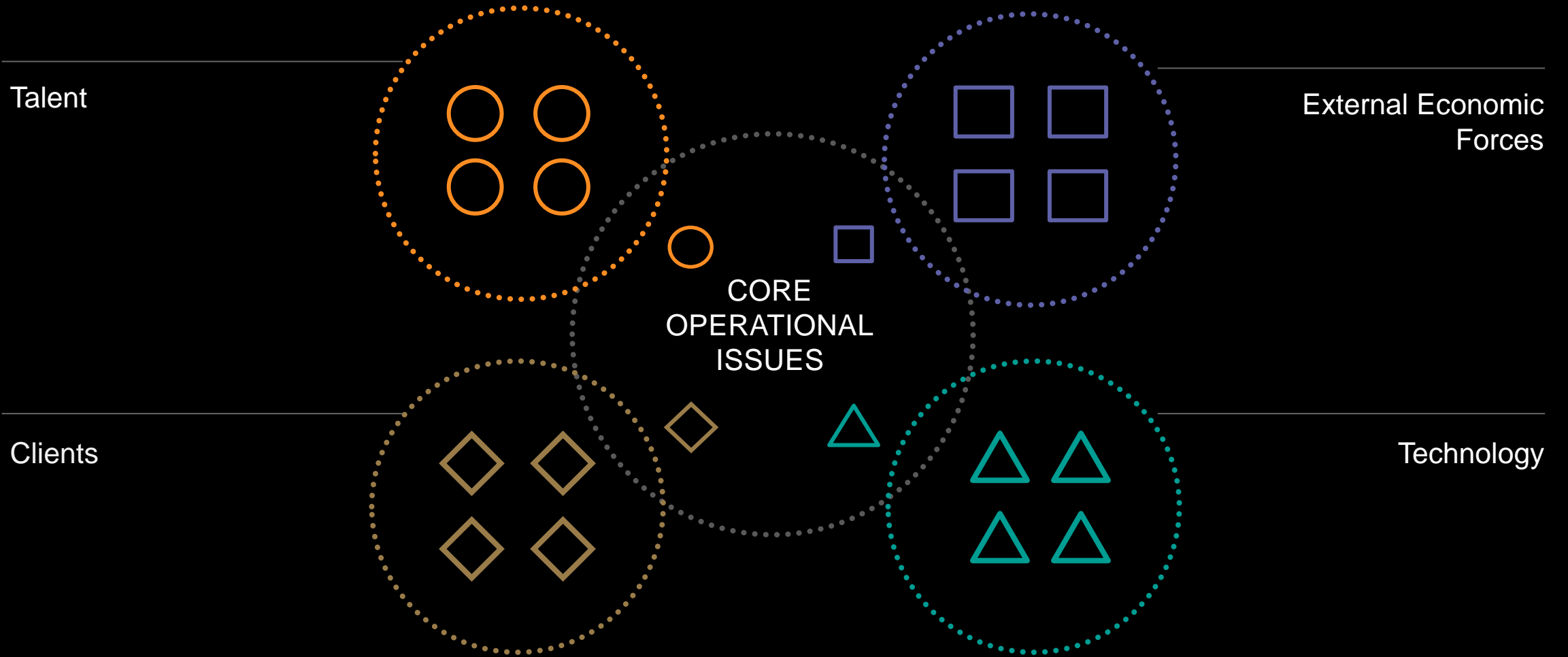
Pandemic

Technology

Global Conflict

Economic Uncertainty

Continued Intense Competition



Talent

External Economic Forces

CORE OPERATIONAL ISSUES

Clients

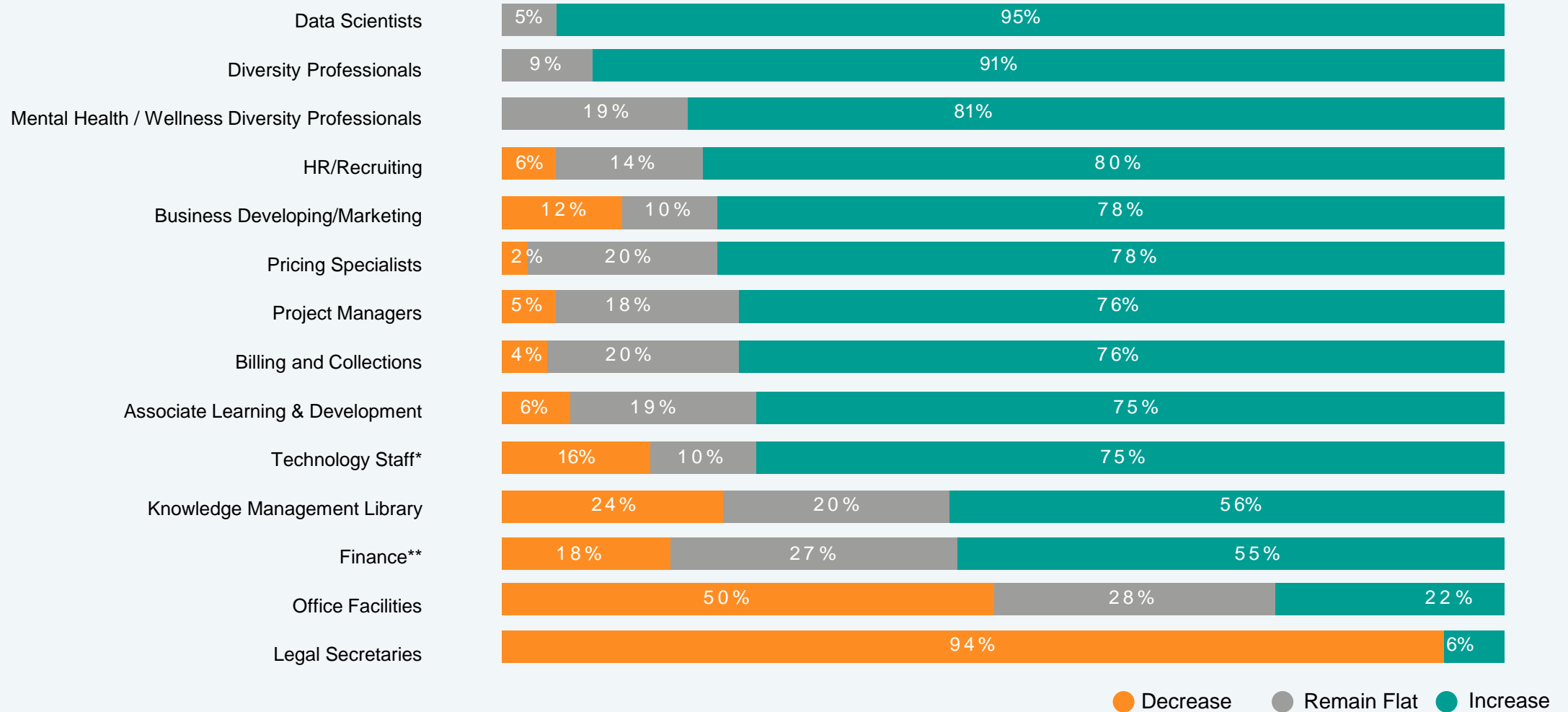
Technology



# Talent

- Acquisition
  - ✓ Lawyers and Allied Professionals
- Succession/multiple generations in the workforce
- What is the work of a lawyer and how is it/will it be performed
- Retention/Turnover
  - ✓ DEI imperatives
  - ✓ Firm Culture (as impacted by hybrid working)
  - ✓ Attrition and attorney well-being
- Cost of talent

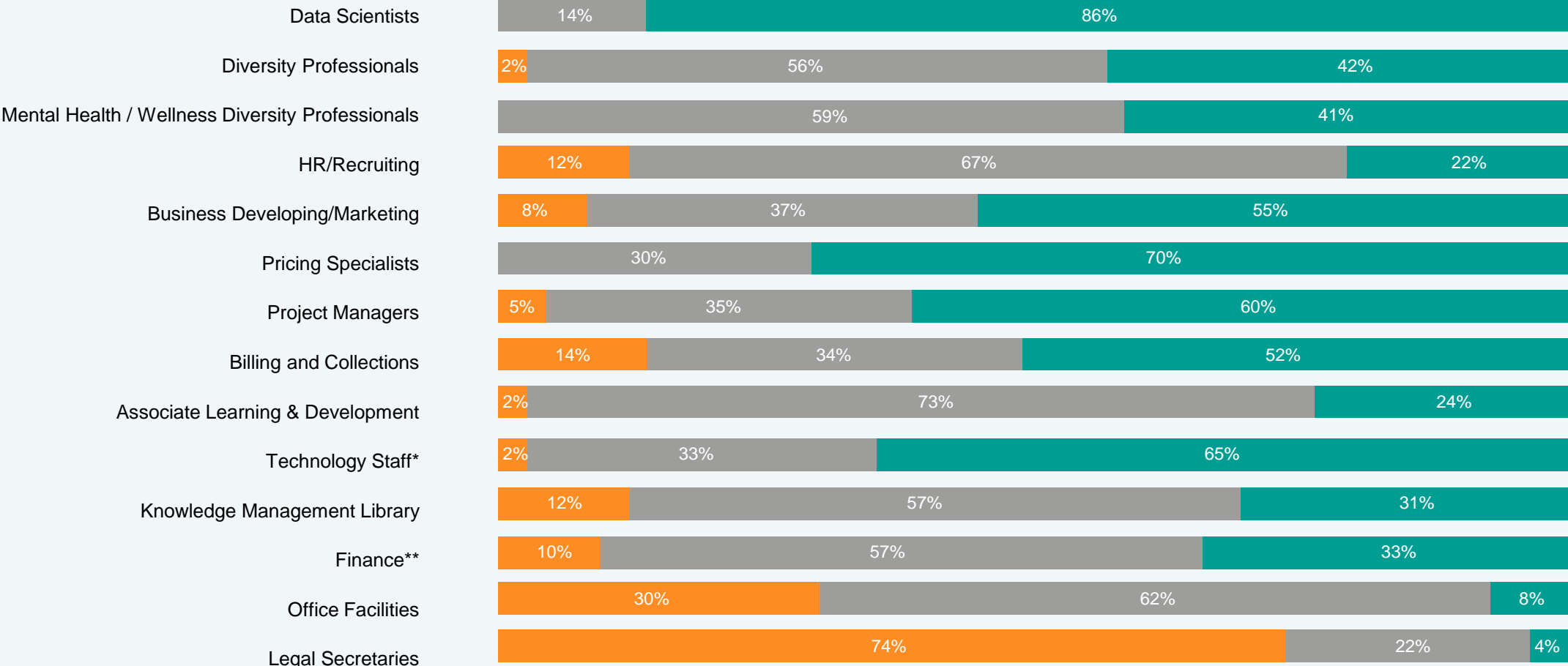
# Projected Professional Staff Leverage Growth by Category: 2022 vs. 2017



\* Excluding data scientists

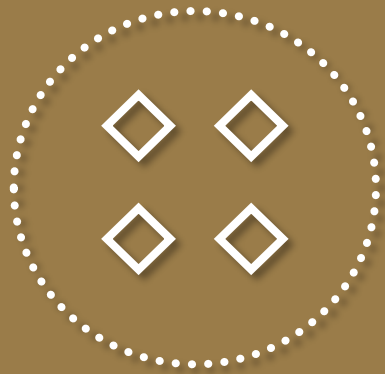
\*\* Excluding pricing specialists and billing and collections

# Projected Professional Staff Leverage Growth by Category: 2025 vs. 2022



● Decrease    ● Remain Flat    ● Increase

\* Excluding data scientists  
 \*\* Excluding pricing specialists and billing and collections



# Clients

Acquisition/retention/satisfaction

Looking at clients strategically

Managing changing client needs

Managing pricing pressures/structures





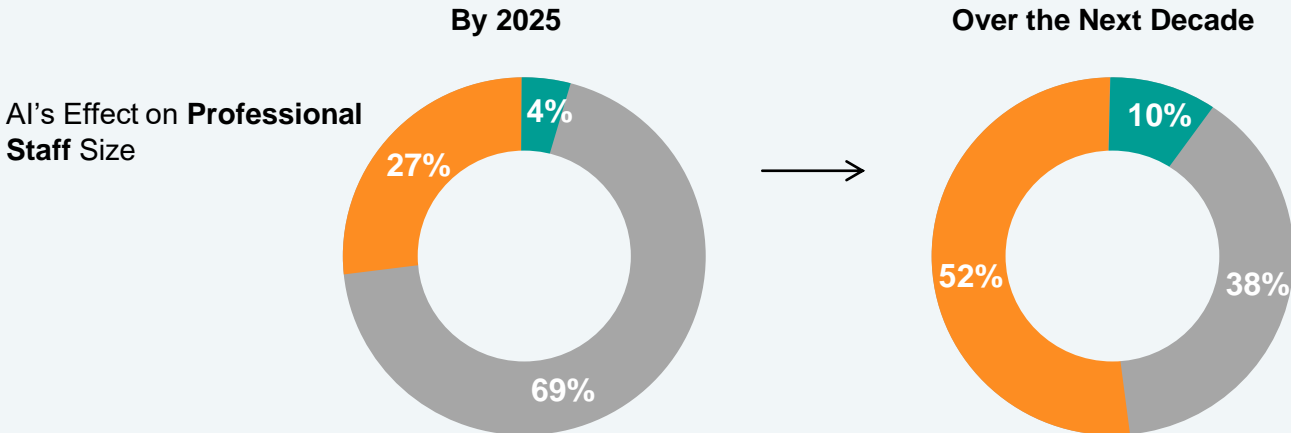
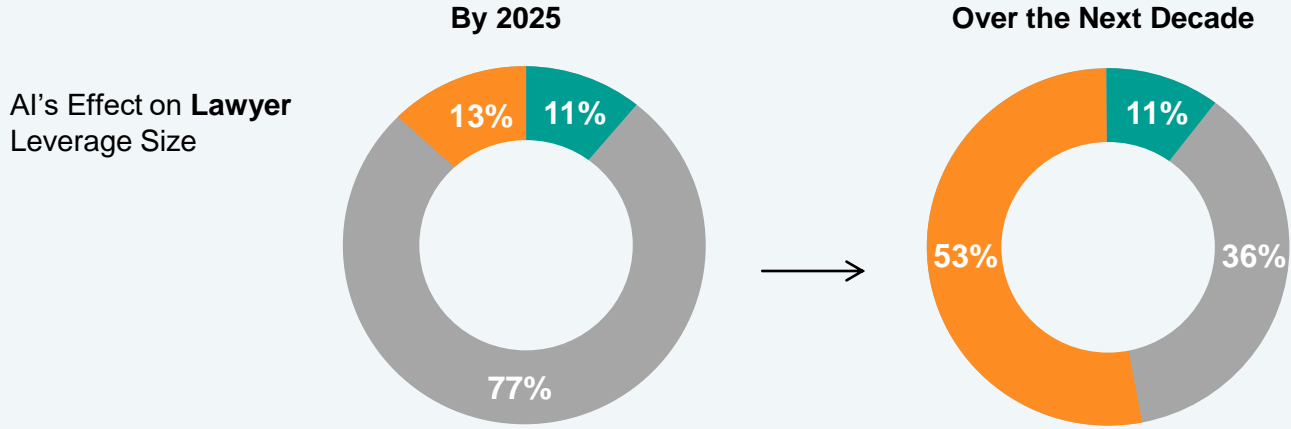
# Technology

Generative AI and its impact

Cybersecurity

# Projected Impact of Generative AI

## The Impact of Generative AI on the Lawyer and Professional Staff Leverage Model by 2025 and Over the Next Decade



Source: Citi Law Firm Leaders Survey © Citibank, N.A. July, 2023

● Increase    ● No Effect    ● Decrease



# External Economic Forces

Global instability

Economic uncertainty

Pandemic

# Change Management

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50%

lack of  
motivation

42%

lack of clarity on  
how to change



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“

*Legal innovation is a human-centered approach to reimagining our profession.*

ILONA LOGVINOVA — Mckinsey Head of Legal Innovation

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***Thank you!***