



LEADING EDGE BEST OF THE BEST

2024

BTI Leading Edge Law Firms:

Law Firms Creating the Future with and for Clients

2024

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Corporate Transformation is the New Normal

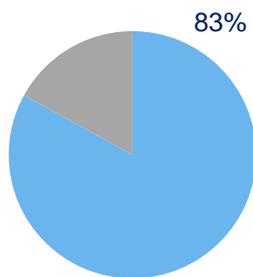
More than 80% of companies are going through a transformation. They are either leading or responding to changes in their industries. The leaders tend to pay a lot more to their law firms — but even the responders are paying law firms premium rates for help.

Fully 67% of corporate counsel are playing a key role in this corporate transformation. They are enjoying their role — including:

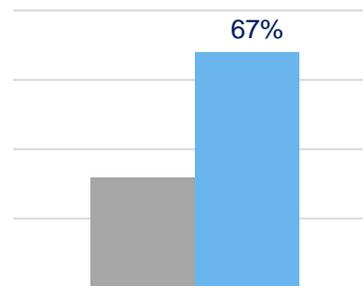
- Strategic counsel
- Regulatory strategies
- Risk identification and management
- Managing labor and workforce issues
- Litigation management and planning
- Class Actions
- M&A
- Governance
- Disclosures

This broad set of needs offers law firms one of the best ongoing streams of client needs in years. These companies demonstrate unrelenting commitment to changing their business — and dealing with the plethora of legal issues endemic to the process.

This work is awarded without RFPs or formal competition. Clients will be selective and evaluate ideas and creativity along with legal prowess. See page 4 for the 5 new criteria driving hiring for this coveted work.



Companies going through transformation



Corporate counsel playing a key role in transformation

The 5 New Criteria Top Legal Decision Makers Rely On for the High-End Work

The Leading-Edge Law Firms help develop solutions by sharing ideas or offer up solutions before clients ever think about an issue. The attorneys winning the work understand the compelling nature of the pain points, goals, issues and concerns.

But there's more — these attorneys understand their client's personal goals — and ensure these goals are part of their thinking. They understand this is corporate counsels' ticket to their next career move — and want to make sure they are a success.

BTI's exclusive research with top legal decision makers uncovered 33 unique needs and pain points. These are thorny problems clients want to solve — now. The 33 client pain points fall into 5 distinct groups of needs from law firms:

1. Delivering Brand New Strategies and Thinking Clients Haven't Seen Before
2. Tech Savvy in Delivering Services
3. Use of Generative AI
4. Brings New and Creative Interpretations
5. Serving as the Source of New Ideas

You can use the 33 pain points as a roadmap to target clients' top priorities and be better positioned to be ahead of the curve.

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Law Firms Creating the Future with and for Clients

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BTI's Methodology and Approach

BTI Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

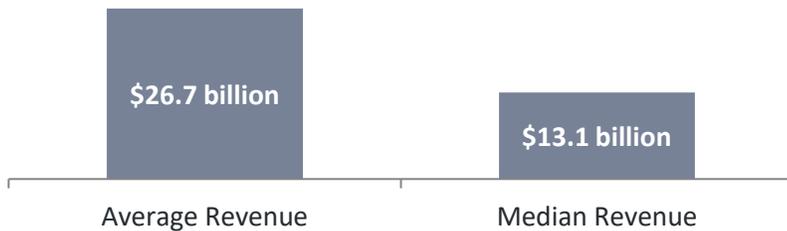
2024 Survey Participant Demographics

Interviews	More than 300 in-depth telephone interviews
Time Frame	Conducted between March 2023 and December 2023
Incentives	Respondents receive a complimentary report of benchmarks and metrics

Highest-Ranking Legal Decision Makers

- Chief Legal Officer
- General Counsel
- Deputy General Counsel
- Associate General Counsel
- Vice President — Legal
- Senior Counsel

Organizations with Highest Levels of Legal Spending



Representative of more than 15 Industry Segments

- Banking
- Chemicals
- Consumer Goods
- Energy
- Financial Services
- Food & Agricultural
- Healthcare
- High Tech
- Insurance
- Manufacturing
- Pharmaceuticals
- Professional Services
- Retail Trade
- Real Estate
- Telecom
- Transportation
- Utilities
- Wholesale Trade

***BTI Leading Edge Law Firms 2024** is based solely on in-depth surveys with top legal decision makers. This comprehensive analysis trends data from more than 25,000 corporate counsel client interviews conducted over the span of 23 years.*

This research is independent and unbiased — no law firm or organization other than BTI sponsors this study.

Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. We target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. Our survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms.

We grant interviewees confidentiality at the individual and organizational level.



About The BTI Consulting Group, Inc.

Market Research, Expertise & Insights

Authoritative, innovative, and practical advice from our research

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best-performing firms in the world. The data and insight found in BTI’s reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

Our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

Order today at bticonsulting.com

BTI Practice Outlook 2024



It’s the widest spectrum of legal needs corporate counsel face in decades. The BTI Practice Outlook 2024 is your guide — and the gold standard as our research has been for 31 years — for laying out the next phase of legal markets. Quickly and easily spot heightened need, and premium rate opportunities, with one glance. Only in the BTI Practice Outlook 2024: Navigating Legal Spending and Needs in the New Unpredictable World.

 **Order Now**

BTI Litigation Outlook 2024



In a reversal from last year, client spending is growing faster than cases. And just like last year, clients face record levels of cases. Complex and high stakes matters are the sweet spots. This is the where the money is headed. The BTI Litigation Outlook 2024: Navigating Litigation Spending in the New Unpredictable World is available now to help you decipher the new market dynamics and seize the opportunity.

 **Order Now**

BTI Benchmarking Law Firm LinkedIn Performance 2023



Your firm’s LinkedIn engagement prowess drives new business, inbound leads, and provides an outlet for attorneys. BTI Benchmarking Law Firm LinkedIn Performance 2023 delineates how law firms are performing along 12 key metrics and includes detailed recommendations on improving your position.

 **Order Now**

What We Do

For over 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs. We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers and market leaders, our expertise and insight will help you understand — as well as benchmark — how clients acquire, manage, and evaluate their professional services providers.



Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



Client Service Excellence

We help you redefine how clients think about you and your firm for the short- and long-term.



Market Research & Insightful Client-Centric Reports

Authoritative, innovative & practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts, and more are the industry gold standard.

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