

# METHODOLOGY AND APPROACH

**B T I**  
CONSULTING GROUP



**LEADING EDGE  
BEST OF THE BEST**

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**2024**

## BTI Leading Edge Law Firms:

Law Firms Creating the Future with and for Clients

**2024**

# BTI Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

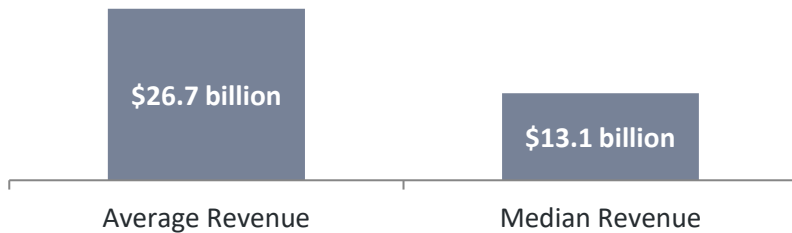
## 2024 Survey Participant Demographics

<b>Interviews</b>	More than <b>300</b> in-depth telephone interviews
<b>Time Frame</b>	Conducted between <b>March 2023</b> and <b>December 2023</b>
<b>Incentives</b>	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.*

## Contact Us

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### Michael B. Rynowecer, President

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For questions, research inquiries, and information on BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us via email or by calling **+1 617 439 0333**.

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