

BTI Law Firm Innovation Icons 2025:

Clients Rank The Most Innovative Law Firms



EXECUTIVE SUMMARY

Creativity. Tech Savvy. Gen AI.

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81% of corporate clients are seeing more innovation from law firms

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Market Research, Expertise, and Insights

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Innovative law firms offer solutions. They don't wait to be asked. They lead the charge, define new ground and pave the way for others.

More importantly – these innovative firms link these suggestions to better client outcomes or even better – the benefits are clear and obvious. They need little explanation.

BTI's exclusive research with corporate counsel and top legal decision makers reveals where these clients are looking for innovation. These clients have more questions than answers – and the firms offering the answers have a leg up. We break these innovations into 6 distinct groups:

1. Outcomes
2. Relationships
3. Process
4. Delivery experience
5. Risk elimination and avoidance
6. Value added extras

Use the innovations and emerging trends uncovered in this report as a roadmap to target clients' sweet spots – and position yourself to book new business. Clients are flocking to the firms who they think will deliver better outcomes – the most innovative law firms.

**81% of corporate clients are seeing more innovation
from law firms.**

But, from only 31% of law firms.

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BTI Law Firm Innovation Icons 2025:
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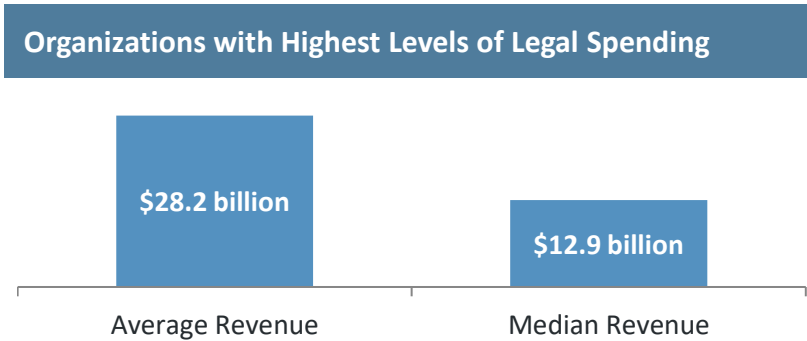
BTI's Methodology and Approach

BTI Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

| 2025 Survey Participant Demographics | |
|--------------------------------------|--|
| Research | More than 350 detailed surveys |
| Time Frame | Conducted between November 2024 and June 2025 |
| Incentives | Respondents receive a complimentary report of benchmarks and metrics |

| Highest-Ranking Legal Decision Makers | |
|---|--|
| <ul style="list-style-type: none"> • Chief Legal Officer • General Counsel • Deputy General Counsel • Associate General Counsel • Vice President – Legal • Senior Counsel | |



| Representative of More than 15 Industries | | |
|---|------------------|-----------------------|
| Banking | High Tech | Professional Services |
| Chemicals | Insurance | Retail Trade |
| Consumer Goods | Investment Banks | Telecom |
| Energy | Manufacturing | Transportation |
| Financial Services | Pharma | Wholesale Trade |

BTI Law Firm Innovation Icons 2025 is based solely on in-depth telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 24,000 corporate counsel client interviews conducted over the span of 24 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.

What We Do

For 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 and Insightful Client-Centric Reports

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

Market Research, Expertise, and 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.

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

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BTI Benchmarking Law Firm LinkedIn Performance 2025



BTI Benchmarking Law Firm LinkedIn Performance 2025: Unleash the Power of LinkedIn delineates how law firms are performing along 6 key metrics – including rankings of law firms' performance by name in each metric – and includes detailed recommendations on improving your position.

 **Order Now**

BTI Most Recommended Law Firms 2025



The most enduring, longest-lasting relationships started with a simple, unsolicited suggestion from one legal decision maker to another. *BTI Most Recommended Law Firms 2025* shares the names of the firms earning these recommendations above all others. The report details – overall and by industry – how to earn more than your share of these growth drivers.

 **Order Now**

BTI Litigation Outlook 2025



Our 15th BTI Litigation Outlook reveals the vast increase in complexity and spending in litigation. It also uncovers how much more aggressive litigation has become. Increased spending, complexity and aggressiveness create big opportunities for law firms. The *BTI Litigation Outlook 2025* is available now to help you decipher the new market dynamics and seize the opportunity.

 **Order Now**

Questions? Comments?



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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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