



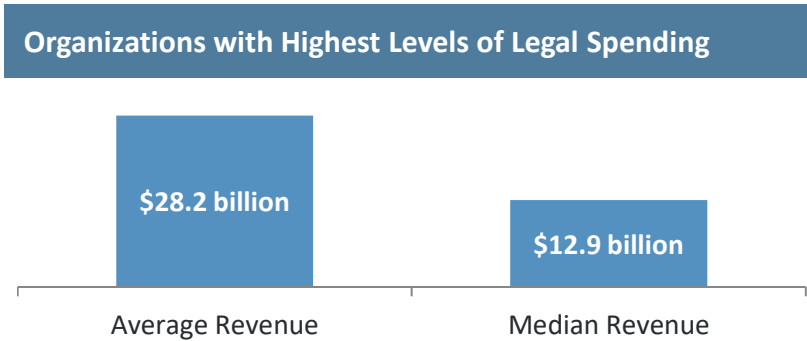
BTI's Methodology and Approach

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.