
What's Around the Corner for Law Firm Marketing?

The ACC Value Champions

By Beth Cuzzone

Earlier this year, *Marketing The Law Firm*, sent out a CALL TO ACTION to its readers: Team up with your clients in a new way, and share your success stories of collaboration with ACC and the industry via the ACC Value Champions.

This year was the inaugural year for the awards. The goal of the ACC Value Champions is to recognize law departments and law firms that have led the trend in improving the value of legal spending. This year's winners included five law departments and seven law department-law firm collaborations.

INNOVATION

As we ask 'What's around the corner for law firm marketing?' one look at the 2012 ACC Value Champions and two things come to mind: "value-focused legal management skills" and "innovation." When reviewing the honorees and their submissions, I was struck by many surprising characteristics: The legal

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Business of Branding

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provides an example of the creative direction of your updated website. The firm's wireframe shows where essential information will be placed and the basic structure of design pages. It helps to define the positioning of global and secondary navigation levels, as well as providing an area for widgets and other utilities you may elect to use such as social media icons. A good sitemap should also

services were not all litigation-related; not all of the law firms were large multi-national law firms; and, not all cost reductions were based on volume or flat discounts ... just to name a few.

David Grumbine

As an example, Whirlpool's senior counsel and director of dispute resolution operations, David Grumbine, has been at the forefront of aligning cost and values for years. In the 1990s, Grumbine offered bonuses for early resolution of litigation cases. A few years ago, he made another bold move. Rather than hire an AmLaw 100 firm to defend the Fortune 500's class actions, he selected a litigation-boutique, regional firm: Wheeler Trigg O O'Donnell, LLP, located in Denver. Whirlpool immediately saved approximately 40% on class-action defense costs.

Cam Findlay

Another honoree, Cam Findlay, General Counsel at Medtronic, and the legal department implemented its Medtronic Preferred Provider Program (MP3), and succeeded in reducing the number of outside firms doing the vast majority of Medtronic's work from several hundred to fewer than 40. Medtronic also put in place numerous alternative fee agreements — including contingency arrangements, fixed-fee arrangements, and risk-sharing devices — to reduce volatility, improve predictability, and, most important, align firms' incentives with Medtronic. They even *share the risks* of litigation. In fiscal year 2011, Medtronic's total spending on outside counsel decreased 31%.

help demonstrate to the firm what a visitor's experience may be when he or she views the firm's new website.

There are many programs, such as Mockingbird, that assist with this process. These programs allow you to build a wireframe that is clickable and interactive. The benefits of a good wireframe are numerous, and it provides the secondary foundation for website design so that if you wish to make edits and/or changes, you can make them there before moving into the design phase. Once the wireframe has been approved, your

Porter Wright Law Firm

Another interesting example of innovation is the partnership between the legal department of United Retirement and the law firm, Porter Wright. Together, they have created a fixed-fee arrangement for lease negotiations based on a risk chart they created together.

As we all grapple with ways to adopt the ever-changing best practices of the industry, be sure to visit the ACC Resource Center www.acc.com on their website. It's a free online resource that accessible to all of us.

MARKETING THE LAW FIRM

CONGRATULATES THE 2012

ACC VALUE CHAMPIONS

- GlaxoSmithKline
- The Home Depot
- Lucchini S.p.A.
- Medtronic
- Pfizer Inc.
- RBC Capital Markets and Morgan Lewis
- Rockwell Collins and Seyfarth Shaw
- Sherwin Williams and Gallagher Sharp
- Target and Nilan Johnson Lewis
- Tyco International and Shook Hardy & Bacon
- United Retirement and Porter Wright
- Whirlpool and Wheeler Trigg O'Donnell

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website design should move quickly and more efficiently. The wireframe process involves team brainstorming which will create a better user experience. Unfortunately, this is one area where a number of firms simply rubber-stamp approval because they are afraid to ask for the assistance of someone on the design team to walk them through the wireframe slowly so that they can take notes and suggest changes. Law firms should pay more attention to the wireframe structure

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