

Moving past buzzwords: 5 ways for law firms to build better client relationships

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Relationships between law firms and their clients are too often thought of just in terms of buzzwords. *Win-win outcomes*, or *sharing business risk*, or *investing in the relationship* — and these are just a few of the phrases heard when it comes to improving long-term client relationships.

But what does all of this really mean? How do we move past buzz words and identify those factors that truly promote a successful, long-term relationship between a law firm and its client?

Goulston & Storrs' Chief Value Officer, Chris Ende, outlines five concrete steps that can be taken right now to build toward a stronger, more sustainable partnership.

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