

# Practice Innovations: Improving client & matter profitability and knowing where to focus your efforts

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Law firms often use realization as the primary, if not sole, metric to measure the financial health of clients and matters. This can lead to a misguided approach of focusing on clients and matters under a certain realization threshold as “problem children” instead of identifying those clients and matters where improvement is most achievable.

By diving deeper into the factors that cause realization and profit leakage, law firms can be much better positioned to invest resources on clients and matters where meaningful improvement is most achievable.

Goulston & Storrs' Chief Value Officer, Chris Ende, covers best practices for improving client and matter profitability.

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