

Mason & Cook

---

Getting the best from your people.

Being clear on the desired outcomes for your lawyers:



More  
**Productive**



More  
**Profitable**



More  
**Engaged**

## Understanding the need for change:



Engagement Surveys



Associate Forums



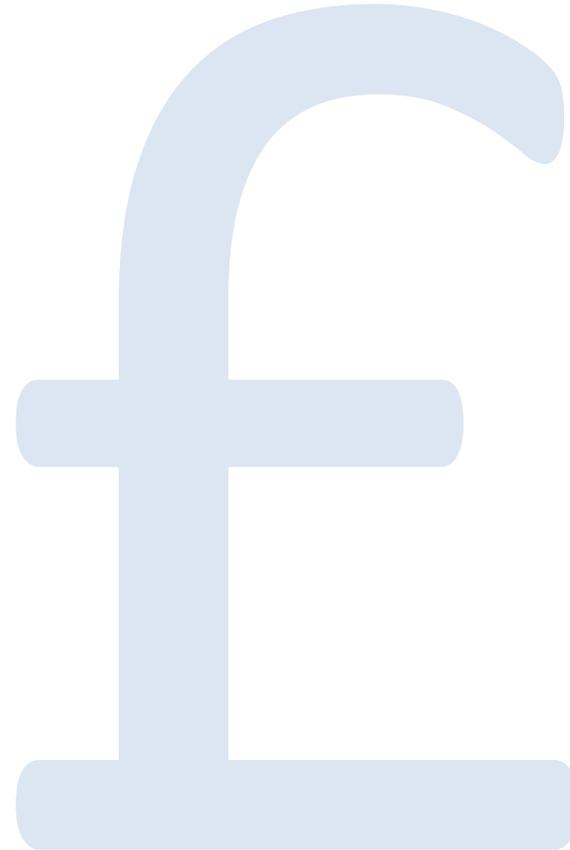
Attraction & Attrition

## Understanding the need for change:

Clients now demand more from their law firms!

- More diversity
- More efficiency
- More flexibility

.... at less cost



## Increasing engagement to enable change – what lawyers want!:



Supporting individual development



Transparency of the firm's strategy



"Fairer" distribution of work



Flexible/Agile working –  
without losing access to work

## Driving change by embedding and promoting agility and flexibility:



Flexible working policy



Promoting take up



Supporting gender diversity



Flexible resources

## Reducing bias – creating a level playing field:



Unconscious Bias training



Introducing an impartial “broker” to distribute work



Being aware of benevolent bias

## The role of technology in client delivery and engagement:



Legal Service delivery



Collaboration and communication

# The role of technology in client delivery and engagement:

**Abigail James**  
 Title: Associate  
 Practice area: Corporate  
 Team: Corporate Team A  
 Office: Berlin  
 Email: abigail.james@masonandcook.com  
 Line manager: Phoebe Harris  
 PQE: 5

**Key projects**  
 Major Oil & Gas acquisition - Disposal of multinational real estate portfolio

**Key clients**  
 Mason & Cook - Investment banks - Real Estate funds -

**Last 3 months utilisation**

Month	Utilisation (%)
November	100
December	85
January	65
YTD	85

**Total Hours-YTD**  
1400

**Actual vs Forecast**

Category	Value
Actual	45
Forecast	25

**Profitability**  
5.5

**Activity**

Period	Utilised (%)
5-11 Feb 2018	34%
12-18 Feb 2018	51%
19-25 Feb 2018	0%

**Resource Allocation Grid**

Client	Day	Team	Status	%	Project	Utilised	Available
Abigail James	5-11 Feb	Corporate Team A	1	100%	100%	100%	0%
Abigail James	12-18 Feb	Corporate Team A	1	100%	100%	100%	0%
Abigail James	19-25 Feb	Corporate Team A	1	0%	0%	0%	100%

**Skills & Experience**

Key Section	Description	Current level of experience	Area of interest/development
Company Constitutional Documents, Resolutions, Articles		0 1 2 3 4	Yes No
Partners - Limited		0 1 2 3 4	Yes No
Partners - Private		0 1 2 3 4	Yes No
Legal Services		0 1 2 3 4	Yes No
Partnerships Law		0 1 2 3 4	Yes No
Pro Bono Activities		0 1 2 3 4	Yes No
Regulatory Advice FCA, Other Regulations		0 1 2 3 4	Yes No
W&P		0 1 2 3 4	Yes No

Creating more visibility capability, capacity and development needs

## When firms get it right – Improved engagement:

The way work is allocated within the group is fair and consistent

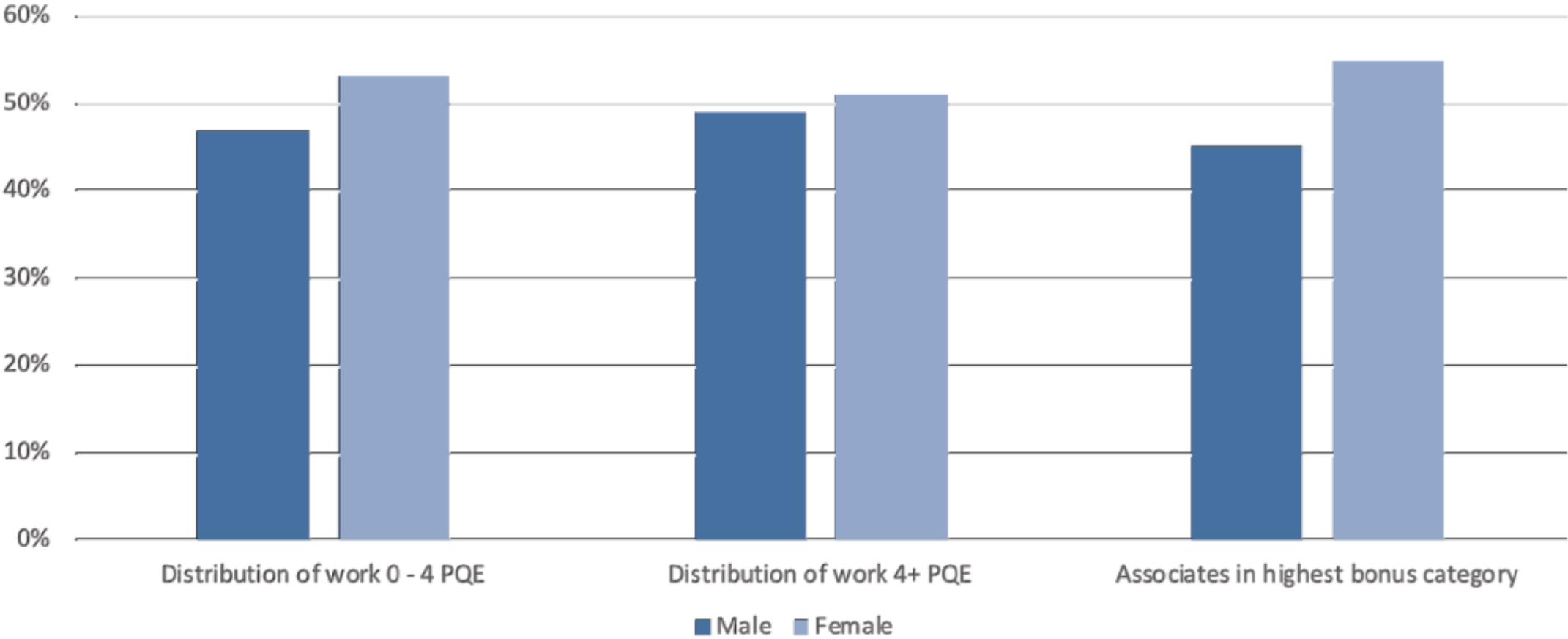


My career development is taken into consideration when work is allocated to me.



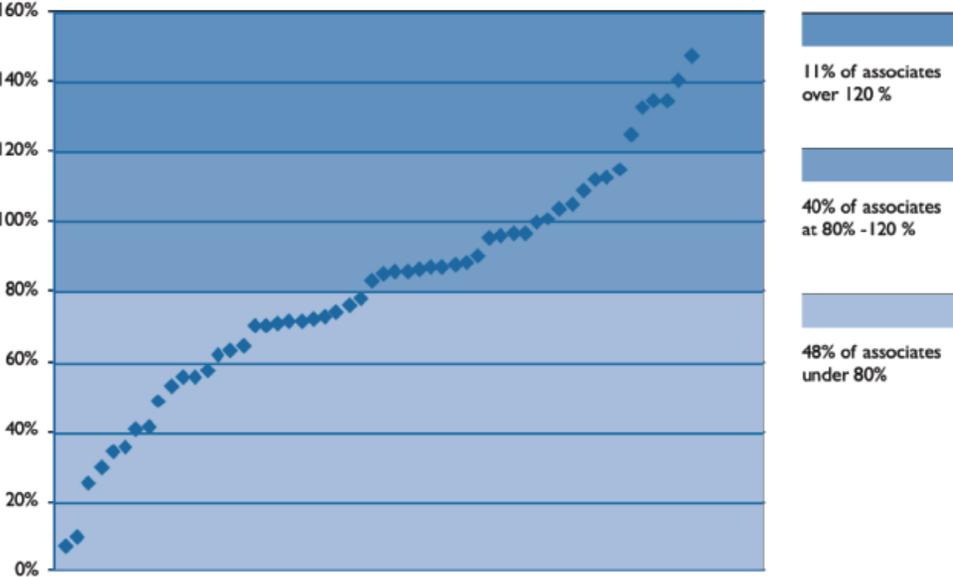
\*Results collected from lawyer surveys pre-pilot and 4 months from go-live

When firms get it right – Diversity:

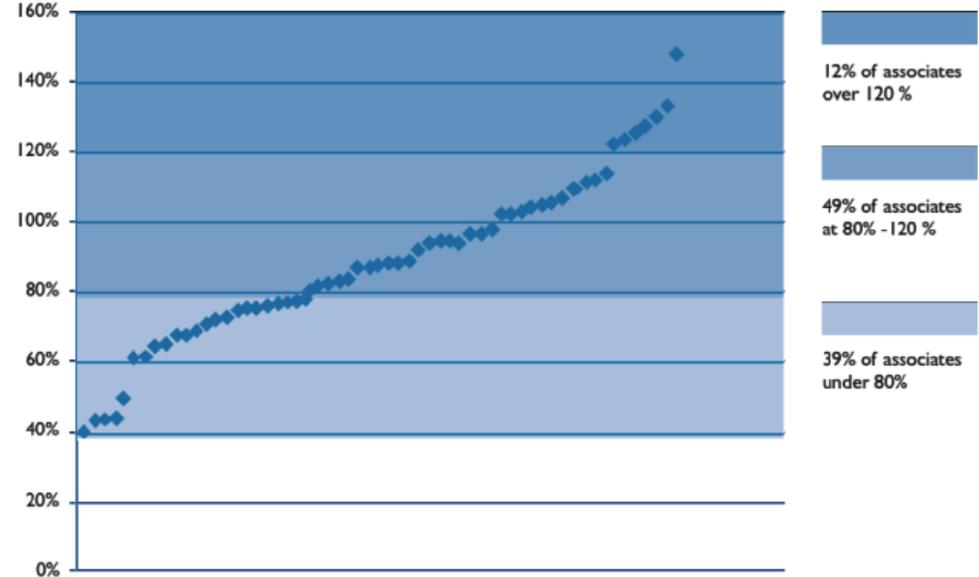


# When firms get it right: more engaged = more productive!

Utilisation pre-launch:



Utilisation 4 months post-launch:



Mason & Cook have seen an increase in average utilization across our clients of 9%



Questions?