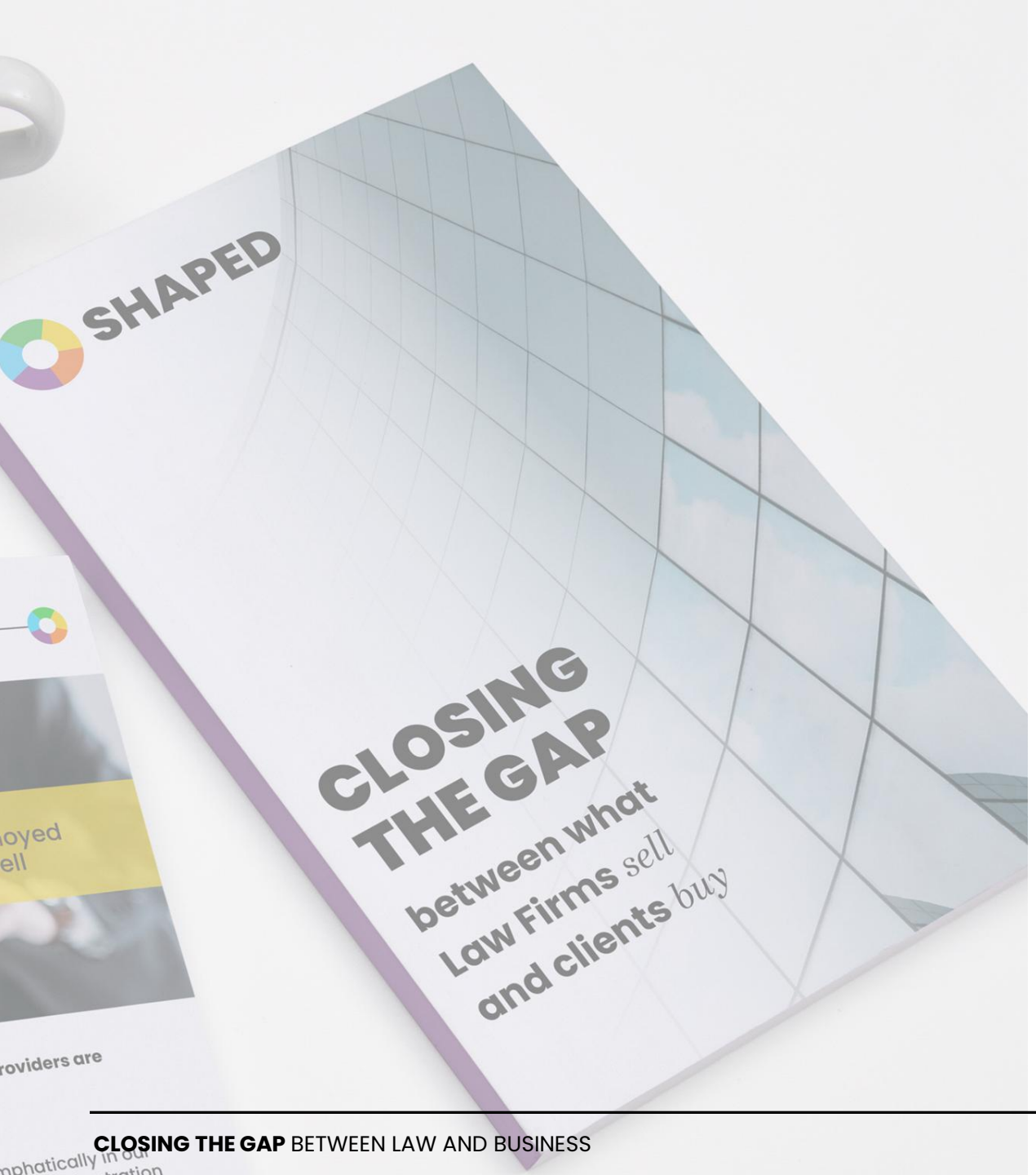
SHAPED

Closing the Gap Between Law and Business



Why The Report?

- O Shaped is in a unique position between clients and law firms
- The role of the GC has changed, as has their expectations of law firms
- We could see the frustration of both clients and firms
- Our mission is to close the gap between law and business

O Shaped BD Survey

What Influences GCs To Buy From Law Firms

Closing The Gap In Numbers

45%

Of all marketing and business development spend by law firms has no impact or a negative impact on clients.

71%

Of general counsel say that law firm cross-selling has no impact or a negative impact on them.

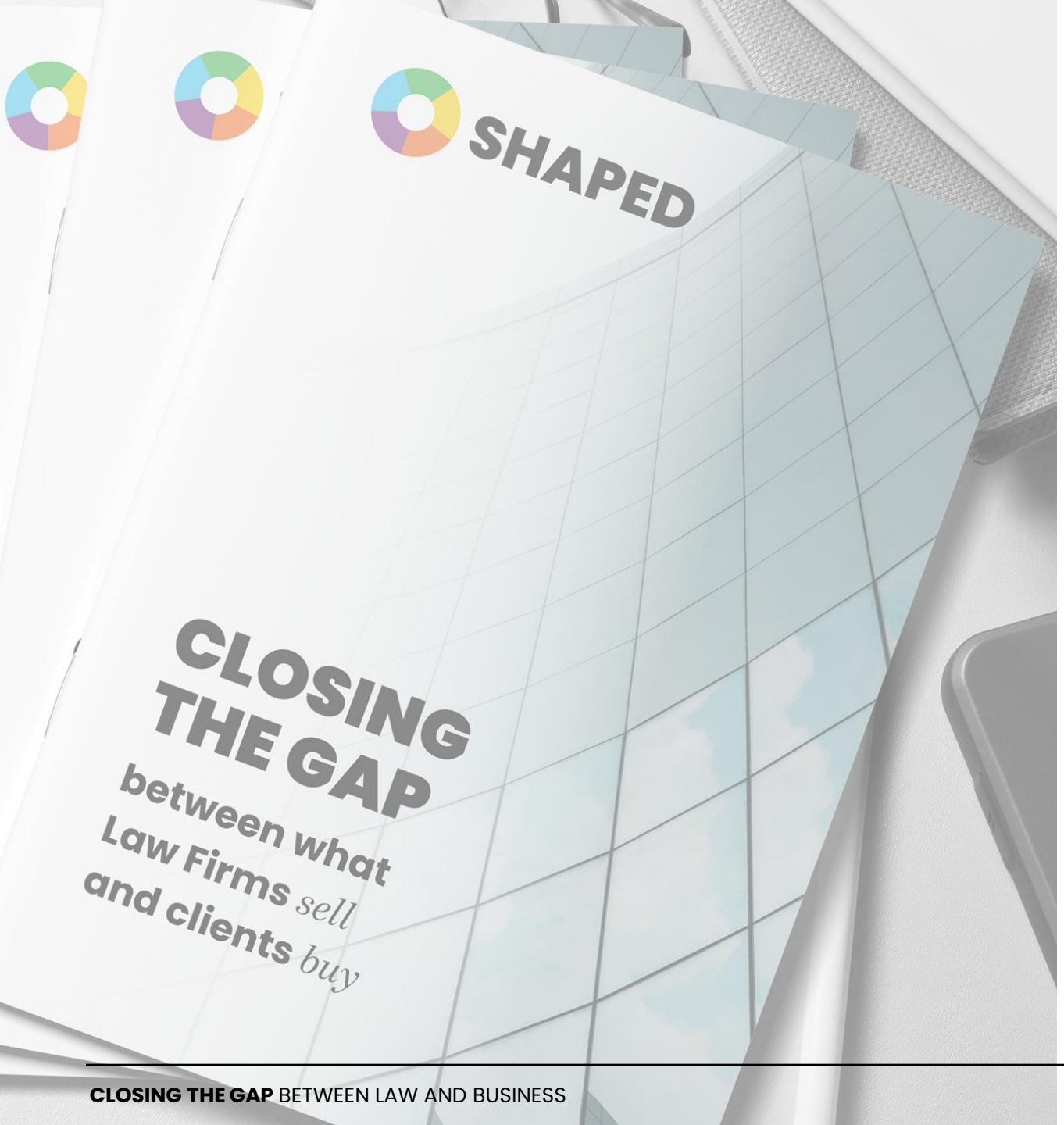
Closing The Gap In Numbers

83%

The number one influential factor in general counsel buying decisions was referral from another in-house team.

82%

Of general counsel said they are more likely to hire firms which demonstrate an impact with innovation.



Closing the Gap Key Themes

- Be human, listen and learn not tell and sell.
- It's a two-way street. Clients have a role to play.
- Relationships are a team sport
- Innovate, collaborate and co-create
- Opportunity for firms who want to differentiate

What They Said

"A firm I have in mind have sold to me in a way that's not pushy and not been aggressive about it... just be a human being."

"It is the spaces in between those transactions. That's where the magic happens"

"The great meetings are the ones where they come in and ask about our business – 'what's going on?', 'what's keeping you up at night?'..."

"They come in saying 'we pitched you two years ago... here's what we've billed and why aren't you giving us more?'"

Report now available

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