

From Good To Great: Take your group from Litigation Support providers to expertise ambassadors for your firm

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From Good To Great...

3 Perspectives:

- In-house counsel
- Law firm partner
- Litigation support director

5 Focus Areas:

- Client Development
- Know Your Audience
- Leverage Relationships
- Remaining Current
- The Value Proposition

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In-house: Client Development

- **Client Development**
 - Sharing
 - Innovative Technologies
 - Internalize Work



In-house: Know Your Audience

- Know Your Audience
 - RSS technologies
 - Associations
 - Follow the law
 - Connect with client



In-house: Leverage Relationships

- **Leverage Relationships**
 - Social networking
 - Who knows who
 - Presentation pro



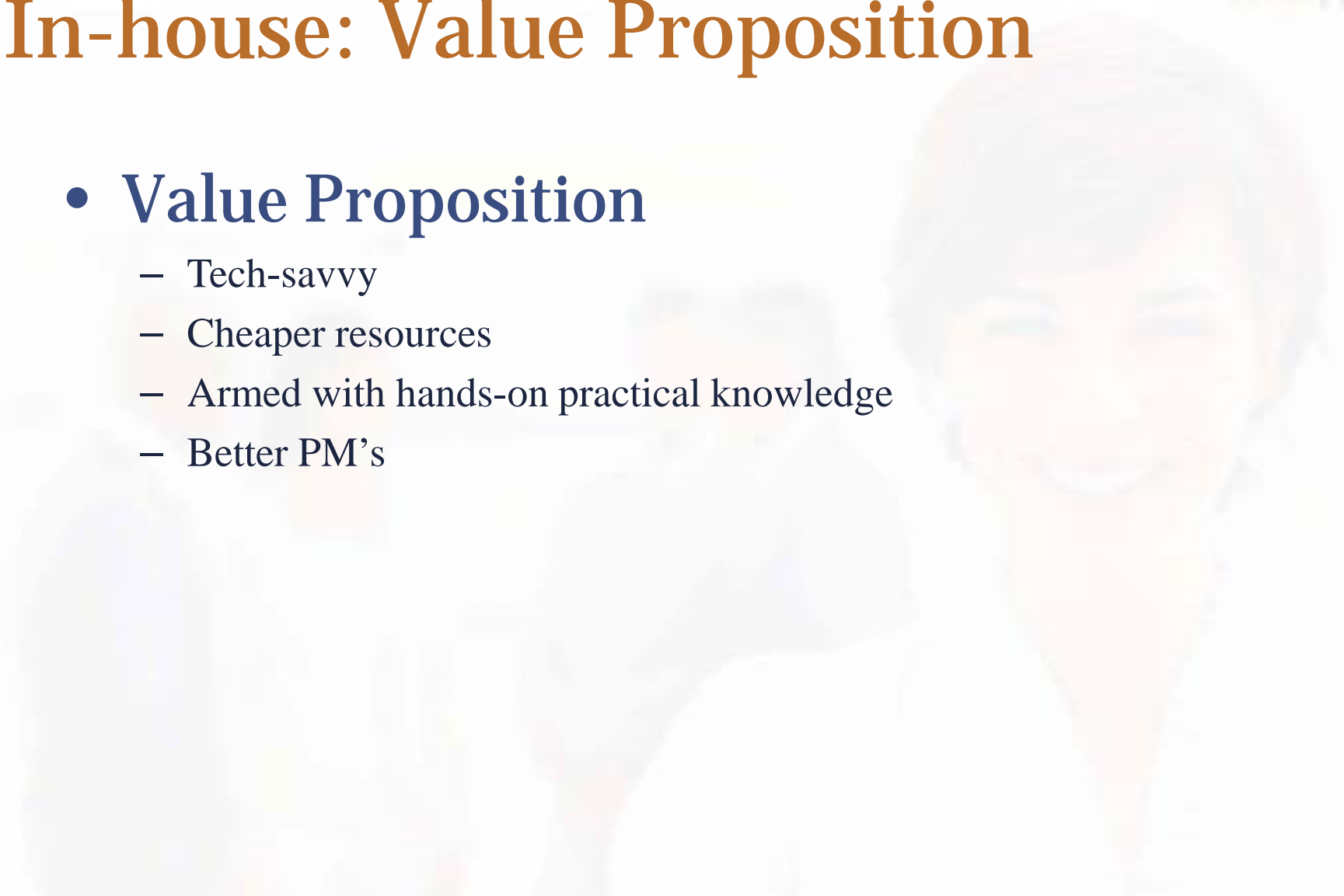
In-house: Remain Current

- **Remain Current**
 - Attend conferences
 - Join associations
 - Get involved!



In-house: Value Proposition

- Value Proposition
 - Tech-savvy
 - Cheaper resources
 - Armed with hands-on practical knowledge
 - Better PM's



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Law Firm Partner: Client Development Strategies

- **Develop a clear vision** - Focus on the services your firm provides and who will most likely require your services.
- **Educate yourself** - Learn everything that you can about your clients. They will appreciate knowledgeable counsel who have taken the time to understand their business.
- **Nurture your existing clients** - Provide the best legal advice possible, as well as other value added services such as training, seminars, webinars etc.
- **Build personal relationships** - Most clients prefer to hire lawyers they like.
- **Be innovative** - Understand the new technologies adopted by your clients and provide technical support to them.

Law Firm Partner: Know Your Audience

- **Listen** - The best way to get to know your audience is to listen to it.
- **Network and Learn** - Meet with clients or potential clients and learn about their businesses, their industries, their competitors and their goals.
- **Research** - Discover current issues of interest to your client or potential clients. While background information is available on the internet, personal discussions are often more effective.
- **Use Technology** - Take advantage of available technologies to connect with your clients and potential clients.

Law Firm Partner: Leveraging Relationships to Advance

- **Network** - Your existing clients, colleagues, friends, former classmates and family members are all relationships that can be leveraged for networking purposes.
- **Communicate** - Tell interested people exactly the type of work you do and areas in which you practice. This will multiply your business network.
- **Stay Connected** - Whether you have a blog or choose to pick up the phone, stay in regular contact with your network to keep your relationships current.
- **Ask for Referrals and Recommendations** - Use existing contacts to expand your network.

Law Firm Partner: How to Remain Current in an Evolving Legal Market

- Read everything
- Stay online
- Talk to your clients and colleagues
- Attend conferences and webinars

Law Firm Partner: What is the Value Proposition?

- **Expertise** - Specific expertise makes a litigation support department stand out for lawyers internally and clients externally.
- **Be Innovative and Supportive** - Provide unique and different services to your lawyers to make them look good. Support external clients and the new technologies that they adopt.
- **Be Technologically Savvy** - Continually explore developing technologies. Pitch the good ones to your law firm.
- **Communicate your Service Internally** - From counsel's perspective, litigation support is an invaluable resource. Make sure that the lawyers know you and that they understand what you do.



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Litigation Support: Client Development Strategies

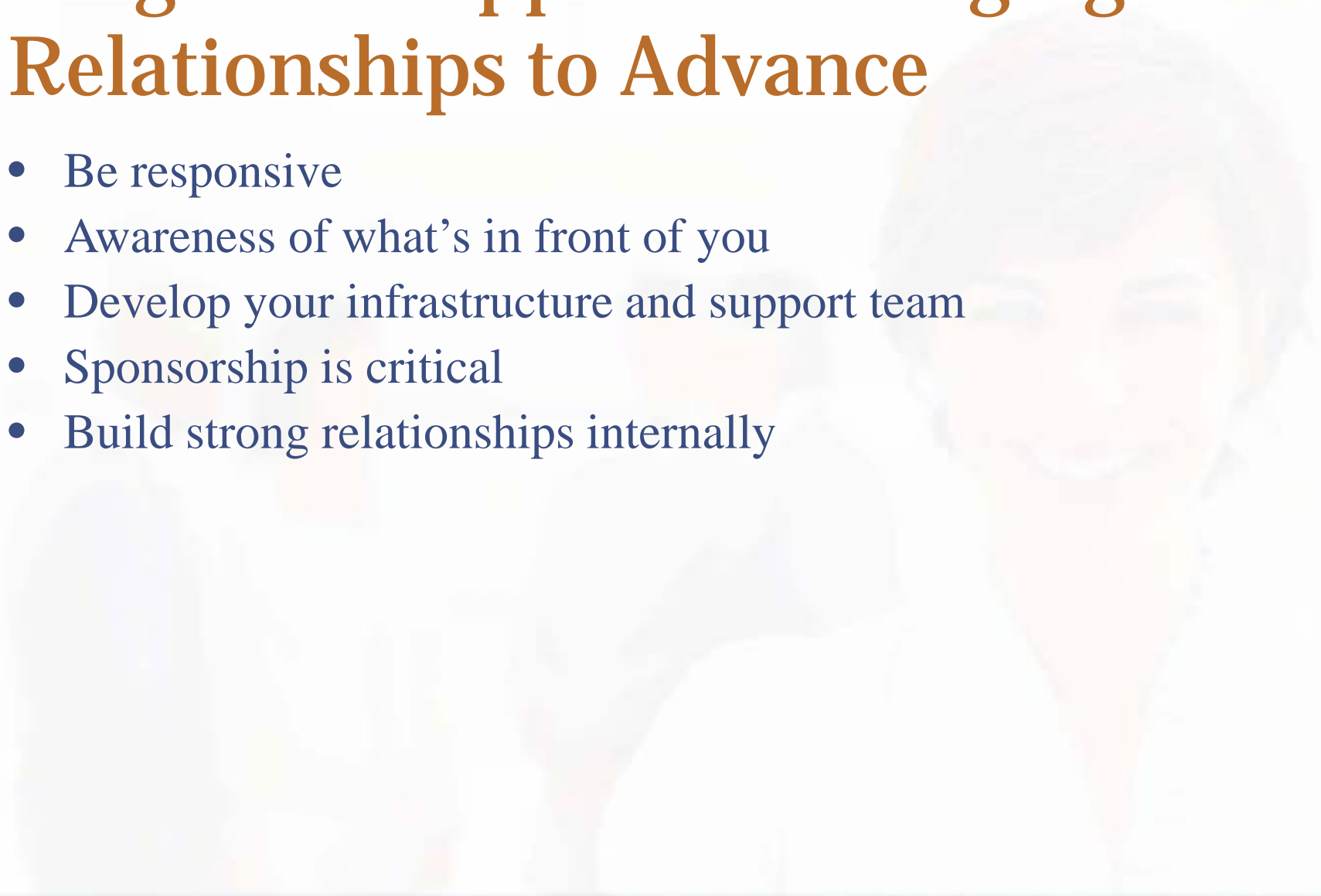
- **Cost effective solutions** – To help lower litigation costs from collection to trial
- **Leverage Technology** – To provide client access points through portals and web access
- **Services**
 - Clearly define and document service offerings
 - Be service and results oriented

Litigation Support: Know Your Audience

- How to gain knowledge and understanding of key business practices:
 - Seminars, webinars, research, publications
 - Questionnaires, surveys
 - CLE sessions, online meetings, lunch & learns
 - Portals, extranets
 - Internal marketing

Litigation Support: Leveraging Relationships to Advance

- Be responsive
- Awareness of what's in front of you
- Develop your infrastructure and support team
- Sponsorship is critical
- Build strong relationships internally



Litigation Support: How to Remain Current in an Evolving Legal Market

- Attend conferences
- Monitor blogs and webinars
- Listservs, twitter, Linked-in
- Join associations

What is the Value Proposition for Litigation Support?

- Provide support and solutions to Litigation teams throughout Litigation lifecycle
- Be responsive
- Be technologically proficient
- Understand legal process and attorney/client needs

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