

SO, THE PARTNER SAID, "YES TO LPM." NOW WHAT?

Optimizing the Partner Relationship

Thursday, May 20, 2021
12pm EST/ 9am PST/ 5pm GMT

HOW DO YOU START A RELATIONSHIP WITH A PARTNER?

Relationships tend to start with word of mouth, a referral or a recommendation.

"There is no "one size fits all" in the approach to starting a relationship. However I find building trust can be a slow (but rewarding) process"

WHAT ARE SOME QUICK WINS FOR A GOOD FIRST IMPRESSION?

HOW DO YOU DEMONSTRATE ONGOING VALUE?

A very quick way to make a good first impression is following up and sending out notes and action items following calls, or help them organize their timeline or communication plan.

"An easy way to demonstrate ongoing value is to then follow up on those action items so the partner doesn't need to worry about them."

"...is it too cautious to say 'it depends'. Asking the partner what would wow them is a great start."

HOW DO YOU ENSURE ALL LPMS ARE EQUALLY VALUED? ARE THERE CERTAIN CHARACTERISTICS THAT IMPACT THE WAY THE PARTNER VIEWS YOU, E.G. HAVING A LEGAL BACKGROUND? (THE "LAWYER" VS "NON-LAWYER" DISCUSSION)

LPMS are valued based on their capability, expertise and skillset. It is not necessary to have a background in legal, so long as you demonstrate confidently that you're the expert in the area. Be humble, understand the partner's pain point. Listen, tailor your approach and let others benefit from from your hard work.

HOW DO YOU BUILD RELATIONSHIP WITH OTHER MEMBERS OF THE LEGAL TEAM?

"By showing them that you understand that they have their own tasks/issues/problems. The worst thing you can do is pretend you have all the answers, and that your way is the only way. Flexibility and empathy are key qualities that are must haves."

"Join them for a night out. Treat them as you would your own team, as extended members of your team. Understand issues from their perspective. Join their team meetings. Integrate yourself. "Show your face!"

FINAL THOUGHT: HOW DO YOU SET YOUR SELF UP FOR SUCCESS IN THE FUTURE?

Listen, do good work and be responsive. Work with willing participants, don't force it.

"Don't force it! At our firm, there's been a lot of demand for LPM. We really don't have to sell our services. Move on to next practice area that needs LPM."

"Get seen and by the right persons. Templates, guidelines, process galore."

QUOTE OF THE DAY

"Interesting fact. Up to 40% of partner's time can be spent unconsciously project managing!"