

STATE OF THE UNION

Fri, Jan 14, 2022 | 12pm EDT/ 5pm GMT

WHAT IS LPM?

Respondents in our recent #LPMHQ 4-second poll believe it's a **combination of role, function and tool**.

"LPM to me is so much about people, process, and now technology."

"...We focus on people and process - leaving technology more for our innovation team"

What is LPM? #LPMHQ

1. A function	0%
2. A tool	0%
3. A role	11%
4. Some or all of the above	89%

HOW IS LPM SEEN?

LPMs are sometimes still a mystery to partners, because lawyers are often still unaware of what they do and then how to best collaborate with them. The below illustration is of the various possible views of LPM by stakeholders.



"LPM is seen as problem solvers!"

"Those who do understand have become huge champions however, and the clients love having us."

"Ha, I relate to the clean-up crew."

"...I'd swap out the partner image with a big question mark, because a lot of lawyers are still unaware of how best to use us, or as to what we even do. Those who do understand have become huge champions however, and the clients love having us."

HOW MUCH OF THE ROLE IS TASKED WITH HAVING TOUGH CONVERSATIONS?

Difficult conversations are often had with partners, who then relay back to the clients.

However, in some firms, LPM is client facing and would have most of the tough conversations.

"There is still a lot of the old school 'partner only' communication with clients, though it's beginning to shift as LPMs and others are able to show value and build trust."

"FIRE-FIGHTING" VS "FIRE-PREVENTION"

In the early days of LPM, the role is often "fire-fighting" (*clean-up crew*), even though the role of LPM *should* be "fire-prevention".

As things move on and partnerships mature, the role has had a greater shift to "fire-prevention".

ARE THE FINANCIAL PRESSURES OF 2008 STILL PREVALENT?

"So is the real question here looking at whether clients are still asking for more financial accountability?"

"Yes they are still prevalent in management because while the landscape is forecasting a continued boom in Legal in 2022 firm management is still holding back because of the shock of 2008."

"I'm not sure if the pressures are still prevalent, but transparency and accountability are in higher demand."

QUOTE OF THE DAY

"What do you do?"

"I'm a Legal Project Manager."

"You're a what?" said the Partner