

Using Data To Build Your Business, Make Better Placements, And Provide More Value

By Laura Leopard and Phil Flora

The key to successful recruiting is building a data-driven recruiting narrative. You can answer the question of why a specific candidate should make a move to a specific firm by understanding and anticipating the needs from both your law firm clients' and potential candidates' perspectives, and then weaving together a narrative that addresses both their needs and wants.

So how can you do that? **Utilize data to show them that you know them, understand them, and can help them.**

Use Data to Understand Your Law Firm Needs

Wouldn't it be valuable if, before you picked up the phone to call a firm, you knew exactly what their pain points and goals were? You could have answers ready to share, candidates pre-selected, and be able to jump more quickly at upcoming opportunities.

For new business development opportunities, understanding their current challenges and how you can help is key. One way you can do this is utilizing a data service like the Leopard Solutions **Law Firm Entrance and Exit Report** to identify firms that have an ROI score of less than 100% over the past 12 months. If recent recruiting efforts only show a success score of 80 or 75%, it means their recruitment is not going well. Their numbers might look good from a hiring perspective, but if they are losing attorneys they recently acquired, it may push them to look for new recruitment partners. The Growth and Decline fortunes of firms can present dual opportunities for recruiters as well. Firms that are growing need help with their pipeline and firms that are losing attorneys and shrinking in size may present opportunities to acquire new candidates.

Using Data To Make Better Placements Faster

The core of a recruiting narrative is a blend of persuasion and data. To persuade a candidate to join a client's firm—especially if they are moving from another—recruiters need to know their clients inside and out to paint a full picture for the candidate. This includes competitive intelligence, in benchmarking how a recruiter's client measures against the candidate's current firm.

Being aware of the benefits of a firm through data, paired with the drawbacks of a candidate's current firm, can ease the process of convincing an attorney to move firms. You can use online subscription services such as Leopard Solutions' recently launched tool, **The Coach's Corner**—included in **Leopard BI**—which centralizes all of the Leopard Solutions data to create talking points to shape the narrative surrounding why an attorney should be interested in joining a particular law firm. In general, quantitative data and comparing both firms' side-by-side (such as attorney count, promotions to partner, retention rate, gender and ethnic diversity, etc.) can help convince a candidate to move by showing that the new opportunity more closely aligns with their personal goals.

Further, researching and leveraging an attorney's educational and professional history allows you to identify connections a candidate has within the firm. A report such as Leopard's **Recruiting Connection Report** does just that, and recruiters and firms can then utilize soft-touch outreach and bring those connected attorneys into the

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recruiting conversation. Candidates are more successful in firms where they can make a “soft landing” and already have people they know working in the firm. Those same people can be great cheerleaders for their firm and help convince their friend or past co-worker to join them.

Using Data to Provide Greater Value

We've discussed how data can be used for both your own business development and to enhance your candidate placements, but how can you utilize data to set yourself apart from other recruiters?

Data can help you provide greater value to your clients, allowing you more opportunities to stay in touch, and to stay top of mind. It's imperative that recruiters stay up to date on industry trends. When you know what is happening in the market, you are able to act as an advisor to your clients, creating relationships and opening doors to work together when the need arises. Firm recruiting departments turn to legal recruiters for insight and it is wise to combine real market data with your personal opinion and experiences. What one recruiter sees may not be what is happening in the overall market!

Legal data services such as Leopard's **Firmscape**, provide a wealth of information that law firms need. Recruiters can share strategic information with law firm clients by keeping your clients up to date about their own and competitor firms, including office openings and closing or changes in headcount and salary. For example, we found 1336 new domestic offices were opened this year and 530 number were closed within the 4279 firms we cover at Leopard. With this type of data, you can now inform your law firm clients of possible new “hot markets” and keep them abreast of competitors that are branching out. This type of outreach and service will make you a more trusted partner and better resource to the firm.

You can help your clients retain their talent by using the probability-of-move feature married with the tenure filter offered by many of these

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subscription data services, such as Leopard List, to help firms identify at-risk talent so they can play defense and retain their attorneys. Of course, you can use this type of data to identify candidates from other firms they might like to acquire. Data provides a never-ending source of possibilities!

The data is at your fingertips. Put it to work for you!

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