

Going Above and Beyond:

What Other Services Should Law Firms Be Providing to their Corporate Clients?

From UpLevel Ops

Law firms can and should provide a variety of secondary benefits to their corporate clients beyond legal advice and representation. In the ACC Article, *What to Request from Law Firms*, General Counsel Stephen Mar and Senior Client Advisor Mark Roellig suggest that many law firms can provide best practices on:

Summaries on legal and regulatory trends. Law firms must stay up to day on legal and regulatory trends. There is no reason they shouldn't proactively write a brief summary or alert to share with their clients that their clients can in turn share with their C-suite and internal clients.

Education on new areas of law. Likewise, firms are current on new areas of law, and can help their clients get up to speed quickly on these topics. They can provide concise, targeted walkthroughs, which can save in-house counsel time and effort.

Talent. Clients should be asking law firms for assistance in building their legal teams, as they may know talented attorneys who are interested in new opportunities. They should also consider secondments, which not only provide temporary coverage as needed, but could build the firm-client relationship as well.

Knowledge management and legal operations. Law firms are good at knowledge management, and some have actual legal operations experts on staff, who would be more than willing to share common best practices in operating efficiently and scaling.

Benchmarking. Many law firms have shareable data on market norms and results, based on their experience with a large client pool.

Social programs. Thanks to pressure from clients, many firms have implemented diversity, equity and inclusion (DE&I), pro bono, and environmental, social and governance (ESG) programs, and are eager to share information about their practices as well as partner on opportunities.

Networking. Firms can facilitate introductions to other industry leaders and counterparts for networking and idea sharing.

Personal growth and career development. Law firms are the perfect partner to help clients advance in their careers. Most firms produce thought leadership pieces and host events – all opportunities for their clients to get involved in speaking and writing.

Training. We know that law firms offer CLEs, but they also will often offer bootcamp-type programs for general counsel, and other subject matter expertise as well.

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UpLevelOps would like to add the following value-added services for consideration:

Templates. Whether it's an approval matrix, an internal policy, a generic contract template, a checklist, or a standard operating procedure that you're in need of, it's worth asking the firm if they've got a template for it that they'd be willing to share.

Training and information sharing 2.0. Yes, law firms can provide CLEs, and as mentioned above, boot camps and specific subject matter expertise training. But another thing they may be willing to do is to help build your training library. This may be access to on-demand webinars and training programs, as well as their library of case law, precedents and white papers to support research and knowledge building. They may even be willing to assist in designing internal training programs to ensure that the in-house legal team is kept up to date and well-informed on key developments and changes in the law.

Technology recommendations. There is some crossover (and not enough, in our opinions) of the technology in-house teams and law firms use. While selecting the right technology is a complex process that should not be attempted without the help of experts, law firms can provide recommendations for the types of tools that improve efficiency such as document management, matter management, intake and workflow.

Recommendations on complementary service providers. Law firms may be able to provide feedback on other types of service providers such as eDiscovery vendors and alternative legal service providers (ALSPs).

Offer office space for meetings and offsite events. Law firms with physical office space can offer meeting spaces to their clients. Small conference rooms can be valuable as 'touch down' rooms while traveling, and larger areas with catering are perfect for offsite events, particularly after-hours when these spaces often go underutilized.

Legal project management. Thanks to in-house teams pushing for alternative fee arrangements and more efficient matter staffing, many firms have improved their project managements skills. And much of how they do this is transferrable to the processes inside corporate legal departments.

Change management. Effecting change inside law firms isn't easy. After all, there's no General Counsel to give the orders. Therefore, firms who have done this well are true change management experts, and their insights and methodologies could prove invaluable to clients who are implementing new programs and technologies.

Law firms have the potential to provide a wide range of additional services to their corporate clients beyond legal advice and representation. From knowledge management to social programs, talent acquisition to technology recommendations, law firms can be valuable partners in a variety of areas, and as clients continue to demand more value from their legal service providers, it is important for law firms to expand their offerings and help their clients succeed in all aspects of their business operations. When they do, law firms can foster stronger, long-lasting relationships with their clients and differentiate themselves in an increasingly competitive market.

About UpLevel Ops

UpLevel Ops leads the evolution of the legal operations practice and takes legal to the next level.

We are trusted advisors providing practical guidance, mentorship, and coaching that goes beyond consulting. With our custom, high-end service – born of extensive corporate in-house experience – we partner with clients to craft actionable solutions. We create a roadmap to success that empowers teams with best practices, tools, and workflows tailored to their unique business objectives.

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