



Doing Well by Doing Good: How to Drive Enduring Loyalty to Deliver Results

NCBF/ABA

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The Question Is...



- Can an individual be a great lawyer without being a great person?

Considerations



- Nothing significant or important in the world happens without a lawyer.
- Why aren't lawyers jokes less funny?
- What if lawyers were known for having an operating system rooted in generosity?
- What if behind every lawyer's business suit there was the presence of a Super Hero?
- Who cares (or should care) more about justice and access to justice than the lawyers?

Session Objectives



- Provide an approach that ignites and fuels enduring traits for loyalty
- Increase member value through profession-based affinity to increase member attraction, loyalty and retention
- Offer innovative ways to retain, develop and grow membership



Enduring Traits for Loyalty



Playing to Win

- Playing full out
- Taking risks
- Create/build
- Openness
- Abundance
- Living into the future
- Joy of the game
- Going as far as you can

Playing Not to Lose

- Playing it safe
- CYA
- Protection
- Defense
- Scarcity
- Living from the past
- Fear of the game
- Holding on to what you have

Adapted from Larry Wilson – Play to Win © 1998

Underlying Principles



- Build authentic relationships through mutuality and collaboration
- Provide solutions to problems that should be solved
- Success will be determined more by HOW you execute and less about WHAT you do tactically

Underlying Drivers for Change: The Usual Suspects



- Shrinking profits
- Increased competition
- More demanding clients
- Less client loyalty
- Economic pressure
- New requirements for career advancement
- Need to keep up with the pack

Underlying Drivers for Change: Digging Deeper



- Authentic relationships
- Trust/character
- Care/compassion
- Predictability/control
- Transparency/honesty
- Meaning/purpose
- Generosity

Altruistic Egoism (Selye)



- Doing good in order to get
- Window dressing
- Writing checks
- PR/Marketing boost
- Because you have to
- Golden Rule

Altruistic Authenticity



- Baby boomers and echo boomers
 - For what good purpose...
- Platinum Rule
 - Doing unto others as they would be done unto
- Means to meaning
 - Doing well and doing good

Triple Bottom Line: Doing Well and Doing Good



- Triple bottom line
 - Profit
 - People
 - Planet
- Client legacy
 - Making firms a place where profitable clients WANT to buy
- Organization legacy
 - Making firms a place where talented employees WANT to work
- Enterprise legacy
 - Making firms a place where inspired leaders WANT to service a bigger purpose in their communities and families

Success to Significance



- Daniel Pink – *Drive*
 - Mechanisms of motivation
 - Biological drivers
 - Reward & consequence
 - Meaning
 - Three enduring motivators
 - Autonomy
 - Mastery
 - Purpose
- Satisfaction to loyalty
- Growth to greatness



What's Possible

Profession-Based Affinity



- Affirm that Bar Foundation missions lead to calling – brand alignment, personal meaning
- Multiply the impact of stewardship through alliance partnership
- Create processes and systems for sustainability – move from means to meaning
- Catch lawyers doing the right thing – through disciplines of giving time, talent and treasure

Delivering Results



- What Law Firms Want (Need)
- What Clients Want (Need)
- What Employees Want (Need)
- What Communities Want (Need)



**Innovative Ways to Retain,
Develop and Grow
Membership**

Conditions for Commitment



- The first (3) conditions:
 - **Problem** – person must believe he/she has a problem (or need)
 - **Solution** – person must believe that you have a plausible, credible solution to the problem
 - **Urgency** – person has to believe problem is urgent and needs to be solved now
- The next (3) conditions:
 - **Access** – you must have access to the decision-maker and decision criteria
 - **Expectations** – person and you must be on the same page in regard to the amount of time, resources, etc. that will be needed to solve the problem
 - **Budget** – there needs to be an existing budget or a place to go and get budget

Making it Stick



- Deepen partnerships through communication forums and Bar Foundation Boot Camps that bring greater awareness and ownership for equal access to justice
- Profile and promote successes that change the ways lawyers experience themselves and the way the world experience lawyers
- Deliver education that inspires leadership development as well as practice development
- Develop messaging and share best practices that link the results of profession-based affinity to delivering a triple bottom line:
 - Profit
 - People
 - Planet
- Continue the conversation after the conference through definitive next steps

The Closing Question Is...



- If not us, then who?



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