

EDGE International Review

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ALUMNI AS A COMPETITIVE WEAPON

by Michael J. Anderson

THE CUBAN BOY &



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*by David H. Maister
Patrick J. McKenna*

LATEST MARKET RESEARCH

STRATEGY IN A WEB 2.0 WORLD

by Robert Millard

WHAT'S ON MANAGING PARTNER AGENDAS IN 2007?



2007 marks Edge's **25th** year

Serving law firms internationally

In discussing internally, what we might do to celebrate this event, we were reminded of a market survey conducted five years earlier, by the folks at the prestigious *Of Counsel* newsletter in New York. That survey identified Edge as one of the **top three** consulting firms serving the profession. It occurred to us that we might want to replicate that same survey to see how things had changed during the past five years.

Upon the recommendation of one of our partners, we commissioned an independent research firm to conduct the study. The researcher's mandate was to conduct in-person telephone interviews with the Managing Partner, Firm Chair or equivalent (referral from such person to a specific partner) at law firms headquartered in the U.S. and having more than 100 attorneys.

We had the research company randomly select (over 100 lawyer) law firms segmented by:

- four regions (Northeast, South, Great Lakes and West);
- two states (California and Texas);
- six cities (New York, Washington, Boston, Philadelphia, Atlanta and Chicago; and

• under and over 350 lawyers;

The 'factual' scenario the research company presented to the interviewee was that they represented a large international consulting firm seeking to better understand the U.S. legal market for consulting services.

The interview was comprised of a brief number of questions designed to measure comparative top of mind identification of "the best" management consultants for law firms. Firm leaders were asked to name leading consultants for law firms and their personal perceptions of those management consulting firms.

We also had the researchers ask the best means for law firm management consultants to create professional impression with targets and which specific written magazines and other sources are most commonly accessed by firm leaders for leadership development.

What follows are a few informative slides, displaying the information accumulated and presented to us by the researchers. A more extensive sampling of data is available for you to download from our web site at www.edge.ai

Name Recognition and Perception Study The U.S. Legal Market

Top of Mind Identification

"When I say best management consultants for law firms . . . what firms come to mind?"

Unaided Identification

	Absolute	Weighted	First
Hildebrandt	78%	81%	45%
Altman	71%	51%	27%
Edge	45%	31%	18%
Smock	14%	9%	7%
Zeughauer	6%	3%	2%

Unaided Identification - Regional

	Northeast	Midwest	South	West
Hildebrandt	46%	50%	72%	77%
Altman	46%	39%	68%	53%
Edge	33%	22%	30%	40%
Smock	0	56%	0	0
Zeughauser	0	0	4%	0

Reading

"What are the most valuable things you read for professional development in your role as a law firm leader?"

Edge International

- 56% positive perception
- 25% neutral perception
- 0% negative perception
- 19% no perception

| Canadian origins
| Good written materials

Reading

1. Consultant materials
(Edge mentioned 9 times)
1. Business books
 2. IOMA Materials
 3. Maister's books
 4. National Law Journal
 6. American Lawyer
 7. Harvard Business Review

Unaided Identification - Among Edge Clients

- 45% client respondents
- 27% of clients mentioned Edge first
- 33% of clients failed to mention Edge

Comments About Edge

- Do nice work
- Well written materials
- Knowledgeable
- Creative
- Leading firm
- Good e-mails
- Excellent people
- Great reputation
- Insightful

Aided Perception

"Please give me the first words that come to mind when I mention the following consulting firms:

- Altman & Weil
- Blaqwell
- Edge International
- Hildebrandt International
- Smock Sterling
- Zeughauser Group"

