

Retaining Good Lawyers: Lifestyle and Generational Issues

Goals:

- Understand generational perspectives.
- Enhance our understanding of new professionals.
- Understand our shared core values.
- Get practical.

Lifestyle and Generational Issues (continued)

A generation has an average span of 20 years.

- Traditionalist (born before 1945)
- Baby Boomers (born between 1945 and 1965)
- Generation X (born between 1965 and 1982)

Lifestyle and Generational Issues (continued)

- New Generation [Gen Y, Gen I] (born between 1976 and 1994)
 - Most ethnically diverse generation to date
 - Many come from split families
 - Green to the “nth” degree
 - Most wired and tech savvy
 - Exceed 100 million

Lifestyle and Generational Issues
(continued)

- Comprise 30% of the population
- Largest, healthiest, most cared-for generation in history
- 95% are idealistic
- 50% volunteer
- 79% are patriotic
- 87% want to go to college

Lifestyle and Generational Issues
(continued)

- Cooperative team players
- Question authority
- Know there are rules
- Smart
- Optimistic
- Multi-taskers
- Confident

Life Style and Generational Issues
(continued)

- Tballers
 - Want to play "Chutes and Ladders" -- work, take a break
 - Not in to climbing the Corporate ladder

Bridging the Generation Gap

- People of all generations have very similar values
 - * Family
 - * Achievement
 - * Competence
 - * Self-respect
 - * Balance
 - * Integrity
 - * Love
 - * Happiness
 - * Wisdom
 - * Responsibility
- How the generations may express those values may differ dramatically.

What New Attorneys Want

New generation of attorneys want to take better care of themselves physically and emotionally. How do we achieve this?

- Implement alternative scheduling/practice arrangements
 - Reduced hours / flexible scheduling
 - Work from home / telecommute
 - Contract arrangements
 - Shareholder vs. non-shareholder tracks

What New Attorneys Want (cont.)

- Implement alternative billing arrangements
 - Flat fee billing for specified services
 - Bartering
 - Others
- Purchase or partial purchase of memberships to gym / work out facility
- Provide counseling services for attorneys through employee assistance plan

**Suggested Best Practices
for Attorney Retention**

- Determine what makes a good attorney.
- Implement/develop/improve evaluation process with well-stated objectives that associates receive upon hire.
- Be prepared to communicate in a variety of different ways.
- Counsel and train associates to seek feedback from the attorney assigning work.

**Suggested Best Practices
for Attorney Retention
(continued)**

- Understand differing expectations.
- Educate new attorneys about firm culture.
- Educate new attorneys about the business side of practice.
- Create a friendly work environment.
- Use team approach to lawyering.
- Permit reduced hours/part-time/flexible schedules.

**Suggested Best Practices
for Attorney Retention
(continued)**

- Consider and implement alternative billing methods.
- Offer opportunities for leadership and promotion.
- Value attorneys' contributions.
- Use technology to post attorney guidelines and answers to FAQs.
- Be flexible.
- Relax.

**Why Should We Implement
These Suggestions?**

- To keep our attorneys happy
- To keep our businesses viable
