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The Law Firm of 2025: Addressing the Challenges

Tuesday, April 17, 2018 at 2 p.m. (Eastern)

This webinar will delve into the effects that trends and disruptions to the industry continue to have on our firms and how we can address and manage them. Susan Duncan will provide insight into management areas affected by the trends and some ideas for potential solutions or new approaches including: culture, strategy and planning, business development and client retention, and talent management of millennials, laterals, succession and underperformance.



Susan Saltonstall Duncan is the President of RainMaking Oasis LLC, a consulting firm that provides management, strategic and succession planning and business development consulting, training and coaching to firms, practice and industry groups and individual lawyers. She has long been an innovator in the profession having served as one of the first in-house law firm marketers in 1984 and one of the first Chief Strategy Officers of a global law firm in 2011-12. Susan served as a regular columnist for Law Practice magazine, authoring the Rainmaking and Fresh Out columns for five years. She is author of the blog InFocus which provides insights on law firm trends and strategies. Susan has presented programs for ALA, ABA, LMA, COLPM, LSSO, PLI, the Ark Group, the Managing Partner Forum and local and state bar associations. She is a Fellow of the College for Law Practice Management and an LMA Hall of Fame member.



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