

# Traits of Successful Plaintiff Law Firms

## They Have a High Functioning COO and Management Team

Your COO and Management team should, first and foremost, be great coaches. They have to be able to motivate your team and convey your firm's mission and vision. They should understand your firm and possess an intuitive sense of right-fit team members. They should never seek out power trips. They must be able to communicate effectively across all team members. Pick your coach well.



## They Understand Macro Data

You simply cannot make sound business decisions without analyzing key performance indicators found within the data your firm collects on a daily basis. "Feeling" like a department has a bottleneck or that an employee isn't performing is tantamount to throwing a dart blindfolded. You're guessing. Put in place systems that help you collect, aggregate, and analyze your case and practice data. Be smart.

## They Wow Their Clients

Most attorneys tell us they chose plaintiff law out of a deep desire to help people. It's critical to remember that motivation and keep it at the forefront of your mission. Stellar client service equates to word of mouth referrals, great reviews, and clients who help further your brand. There's nothing more powerful than that. Make sure every member of your team works to serve your clients. Remember your "why".

## They Understand and Embrace Change

Change is never easy, but for a business, it's necessary. Law firms that don't grow, evolve, and adapt rarely become successful businesses. Learning how to approach change as a company, leader, and team is perhaps the most important factor in how successful your firm will be. Make sure your leadership team embraces the philosophy of being flexible and always being willing to pivot. If they do, the rest of your team will follow. Be fluid.