

OUR LAW FIRM MANAGEMENT CONSULTING QUALIFICATIONS

This is a brief statement of Smock Law Firm Management Consultants' qualifications for providing high quality, strategy development and execution management consulting services to leading law firms.

WHO WE ARE

Smock Law Firm Management Consultants is a smaller, fully integrated strategic management consulting firm serving law firms (our primary strategic industry focus), other professional service firms, and commercial entities. Founded in 1991, we have seen our law firm practice grow from 25% of our revenue to a steady state of greater than 75% of our revenue.

Our four partners bring qualifications and experience unmatched in the legal management industry.

John S. Smock – is one of the country's leading strategic management consultants with 42 years as a management consultant (28 serving law firms). He was one of the developers of our industry leading FOCUS strategic planning methodology and is recognized for his creative approaches to addressing law firm management issues.

Peter A. Giuliani – has been involved in law firm management for 45 years – 38 years as a leading, highly recognized law firm management consultant and seven years as Executive Director of a well known East Coast law firm. He is also recognized for his differentiating experience in law firm economics.

Joseph V. Walker – has a unique experience set in having served as a major law firm managing partner, general counsel of a global company, president/CEO of a large subsidiary of that company, and, importantly, as a strategic management consultant serving both law firms and other commercial entities.

Gary B. Fiebert – brings a combination of industry and general management consulting firm experience (23 years) and direct law firm management experience (20 years) as the Executive Director/Chief Operating Officer of three New York based law firms – most recently Schulte Roth & Zabel and, prior to that Rosenman & Colin and Mudge Rose Guthrie Alexander & Ferdon.

WHAT WE DO

We focus our consulting assistance to law firms broadly on strategy development and strategy execution. We help law firms address and resolve those key strategic issues that have a major impact on a firm's near term success and its long term direction and focus. This involves seven key areas of practice.

Strategic planning is our recognized core competency – we assist our clients in developing strategic plans at the firm, practice, or office levels. Using our FOCUS methodology, we are particularly adept at helping partners agree on strategic direction and achieve highly desirable results from their efforts.

Strategic plan implementation and execution assistance that aligns practice groups, client service teams, and administrative departments with firm-level strategy and with one another. This often requires knowledgeable outside assistance in assisting in growth strategies and/or practice group management improvements, operating system improvements, developing measurement protocols, and in providing continuing counsel in and evaluation of plan implementation.

Our **mergers and combinations** services operate at all four stages of the merger process (identification and preliminary discussions, new firm concept development, detailed due diligence and final closing, and integration). We take a position as advisors to and facilitators of the process and we do not charge, nor expect, a success fee.

Practice group management is a strong credential of Smock Law Firm Consultants. We have helped firms assess their overall practice group needs, address the management needs of one or all practice groups in a firm, develop practice group plans, and provide management and leadership training for practice group leaders.

In **law firm economics**, we help our clients improve firm and practice profitability, value firms and practices for mergers/combinations, and provide counsel on capital structures and other critical financial issues.

Operational excellence involves our assistance in improving both the effectiveness and efficiency of firm operations intended to have a tangible/measurable effect on both near and longer term profitability.

In **strategic management issue resolution**, we respond to the expressed needs of our clients in such areas as partner compensation and evaluation, partnership structure, firm organization, and assessments of marketing internal firm management.

WHAT SETS US APART

The primary success factor for any consulting firm are the **results** achieved by our clients – in both the near and longer term. Our law firm client references can speak directly to those results.

Our *"first string"* (Smock, Giuliani, Walker, and Fiebert) is, simply, **the most experienced group of senior consultants serving the legal profession**. The four partners bring a collective relevant experience of greater than 160 years.

We tailor our approach to every consulting assignment to the unique needs and requirements of the client. We are known for our **originality and creativity** in doing that and for our scrupulous avoidance of *"law firm management dogma."*