



The D&I Explosion: When Marketing and Law Firm Leadership Collaborate to Impact Diversity & Inclusion

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What is Diversity?

- ▶ “... it's any way any group of people can differ significantly from another group of people — appearance, sexual orientation, veteran status, your level in the organization. It has moved far beyond the legally protected categories that we've always looked at.”

– *Society of Human Resource Management*





Why is it important?

- ▶ **Culture** → Fostering an environment where individuals feel comfortable sharing and growing.
- ▶ **Retention** of current diverse staff and attorneys
- ▶ **Client value** → Diverse legal teams produce significantly better outcomes for clients

Another Reason... Clients Want It

- ▶ RFPs and RFIs
(Requests for Proposals/Request for Information)
- ▶ Pitch Meetings
- ▶ Working on actual matters
- ▶ Vendor Relationships



Open Letter to Law Firms

- ▶ More than 170 General Counsels and Chief Legal Officers have come together to express our desire to see more consistent partnership announcements that reflect the diversity of the legal profession. We hope you will join us in a shared and authentic commitment to diversity and inclusion.



Diversity in Law Firms

- ▶ Needs to come from the top
- ▶ Evaluate the Hiring Process
- ▶ Diversity & Inclusion Committees

Recruiting and Retention

- ▶ It is numerically impossible to improve diversity at law firms if hiring partners fail to consider strong candidates from a wide variety of law schools
- ▶ Intentional recruiting is key to improving diversity in law firms.
- ▶ Invest in its diverse attorneys.

Why is it Important to Marketing & BD?

- ▶ Client Teams
- ▶ Sponsorships
- ▶ Memberships
- ▶ Law Firm Surveys
- ▶ Recruiting & Retention



What is Collaboration?



*Two or more people working together
towards shared goals.*

**Legal Administrators and Marketing
should work together for bigger impact
in Diversity & Inclusion**

Collaboration Goal #1

KNOW YOUR NUMBERS

- ▶ Be clear on the numbers
- ▶ Integrity of the numbers
- ▶ Vendor Relationships
- ▶ Share with the right people/decision makers/clients
- ▶ Consider telling the story with numbers to firm



Collaboration Goal #2

DIVERSITY COMMITTEES

- ▶ Staff & Attorneys on the Committee
- ▶ Diversity Training Firm-wide
- ▶ Culture Building Activity





Collaboration Goal #3 **FIRM COMMUNICATION**

- ▶ Internal Newsletter Highlights
- ▶ Highlight Diverse Collaboration/Client Teams
- ▶ Quarterly Diversity Update
- ▶ Diversity Statements for Recruiting & Clients



COLLABORATION GOAL #5 – SPONSORSHIPS & MEMBERSHIPS

- ▶ Sponsorships or memberships can help Diversity & Inclusion
- ▶ Highlight and encourage involvement
- ▶ Provide Support
- ▶ Mansfield Rule 2.0

Collaboration Goal #6

Onboarding

- ▶ Onboarding is critical
- ▶ Communicating effectively
- ▶ Mentoring/Sponsors
- ▶ Provide an FAQ



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Thank you!

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