

# LAW FIRM COMPENSATION

How To Attract The Right Behaviors

Glenn Gutek

# GLENN GUTEK

## CERTIFIED PRACTICE ADVISOR

- Knowledge and passion for creating healthy corporate cultures
- Skills include leadership, speaking, and training
- Served as a principal consultant and coach that facilitated the development of executives, managers, and leaders of large and non-profit organizations
- Served for ten years as a Senior Pastor with churches in Southern California and Florida





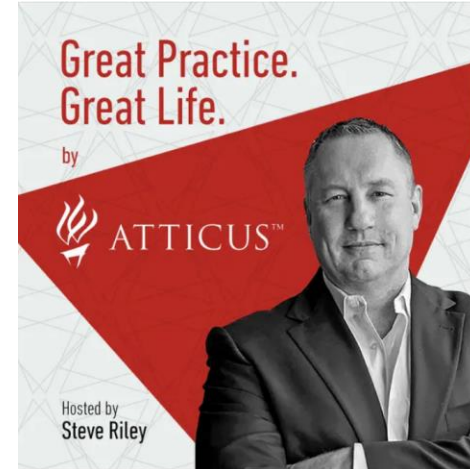
ATTICUS™  
*Great Practice. Great Life.*

# ABOUT US

We help lawyers grow great  
practices and cultivate great lives

# STAY CONNECTED AND INFORMED

- Listen to Great Practice. Great Life podcast
  - <https://podcasts.apple.com/us/podcast/great-practice-great-life-by-atticus/id1636511715>
- Follow us
  - LinkedIn <https://www.linkedin.com/company/atticuslawyercoaching>
  - Instagram <https://www.instagram.com/atticuslawyercoaching>
  - Facebook <https://www.facebook.com/atticuslawyercoaching>
  - YouTube <https://www.youtube.com/user/atticuslawyercoaching>



# WHAT DO YOU NEED?

- If there was one thing, just one thing we could help you with in your practice, what would it be?

# SETTING YOUR COURSE FOR PRACTICE GROWTH



## Four Core Lessons:

- The Three C's
- Four approaches to compensation
- Learn how to measure behaviors
- The evaluation process

## 3 best actions-learning to action:

- Compare your components of compensation to the current market
- Implement an informal feedback loop
- Schedule a formal feedback loop
- I need help now: email [grow@atticusadvantage.com](mailto:grow@atticusadvantage.com)

## When you register:

- Access to our exclusive member portal with on demand courses to help you get the most from the workshop
  - Habits course: Breaking bad ones and developing good ones
  - Great Practice. Great Life podcast Episode 21
  - Reggie's Breakthrough
  - How to use the Atticus Daily Focuser

## During the workshop:

- How and when to raise rates
- The Rule of 3 Calculator
- Financial template for your firm
- An Action plan for your practice

## After the workshop:

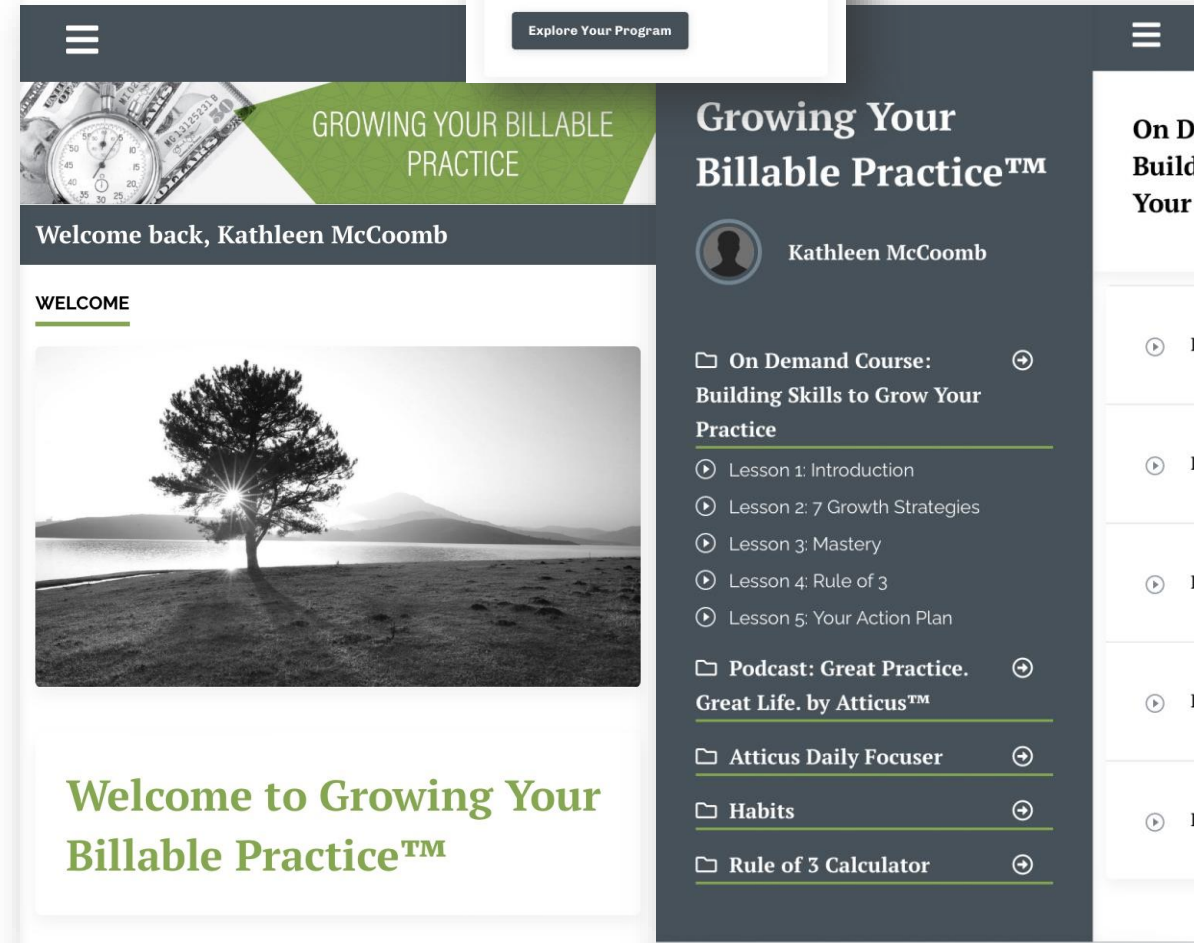
- The Rule of 3 Calculator
- How to use the Rule of 3 Calculator
- How to construct your monthly financial template

# IMPLEMENTING GROWTH STRATEGIES

APRIL 27, 2023

2:00 – 3:30 PM ET

- Register today and get ½ off!
- Register today and get access to on demand resources to grow your practice
- Link in the chat box
- Use Promo Code: **50BILLABLE** at check-out

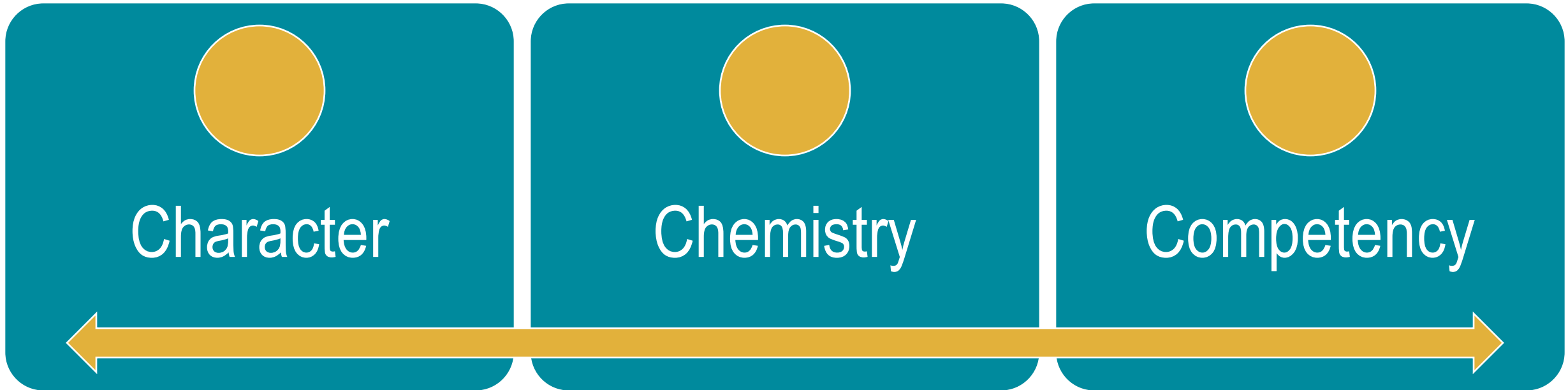


# Law Firm Compensation

How you compensate, and who you compensate is the most practical expression of your firm's core values

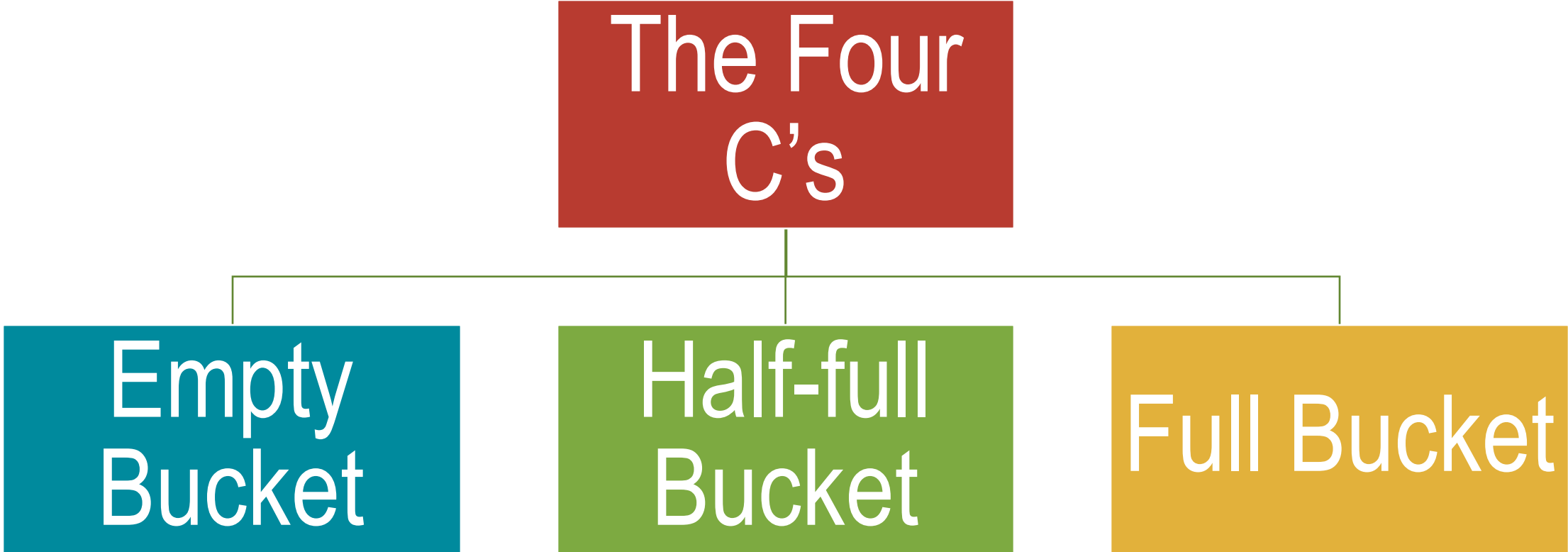


# THE THREE C'S OF HIRING



Allow me to introduce you The Fourth Musketeer....**Commitment**

# ATTRACT THE RIGHT PEOPLE



# FOUR COMPONENTS OF COMPENSATION

# HOW DO YOU MEASURE BEHAVIORS?

**Objective:** hard skills such as production and origination – easy to measure


**Subjective:** soft skills such as client service & communication are harder to measure and require an opinion-based evaluation of results

# VALUES/RESULTS SCALE



# THE EVALUATION PROCESS

**Performance Appraisal**  
**Associate/Attorney**

 **FORM 5.03**

Associate Name: \_\_\_\_\_  
 Law School Graduation Date: \_\_\_\_\_ Evaluating Partner: \_\_\_\_\_  
 Commencement Date: \_\_\_\_\_ Date of Evaluation: \_\_\_\_\_  
 Work Load This Year:  High  Medium  Low  
 Work Load Past Years:  High  Medium  Low

Instructions: To be completed by the supervising partner after review of the associate's performance with every partner for whom the associate has worked. Associate ratings should be made based on the years of experience the associate has accumulated.

<b>Outstanding</b> – Performance is exceptional in all areas and is recognizable as being far superior to others.	<b>Average</b> – Competent and dependable level of performance. Meets the performance standards of the job.
<b>Above Average</b> – Results clearly exceed most position requirements. Performance is of high quality and is achieved on a consistent basis.	<b>Below Average</b> – Performance is deficient in certain areas. Improvement necessary.

**I. Performance Factors (Select a Rating ↓)**

	Out-standing	Above Average	Average	Below Average
<b>1. Interpersonal Relationships – Clients:</b> The willingness and ability to communicate well, work with and build rapport with clients. Comments: _____				
<b>2. Interpersonal Relationships – Colleagues and Staff:</b> The willingness and ability to communicate, cooperate and work well with colleagues and staff. Comments: _____				
<b>3. Writing and Drafting Skills:</b> The ability to write in a clear, organized and professional manner. Comments: _____				
<b>4. Research Skills:</b> The ability to deliver a complete and thorough response to any research question. Comments: _____				

©2001 Atticus  
FORM 5.03, Page 1 of 3

**I. Performance Factors (Select a Rating ↓)**

	Out-standing	Above Average	Average	Below Average
<b>5. Communication:</b> The ability to communicate ideas in both individual and group situations. Comments: _____				
<b>6. Judgment – Legal:</b> The ability to provide practical legal solutions and make sound decisions by drawing on professional experience and expertise. Comments: _____				
<b>7. Job Knowledge:</b> Possesses the appropriate level of expertise and competence in area of practice. Comments: _____				
<b>8. Reliability:</b> The ability to work on files/matters/cases with minimal supervision. Possesses a sense of responsibility and completes assignments. Comments: _____				
<b>9. Productivity and Dedication:</b> The ability to produce a volume of high quality work in a specific amount of time; is motivated and enthusiastic; meets daily production standards. Comments: _____				
<b>10. Organization:</b> The ability to efficiently organize projects and maintain an organized work environment; possesses good time management skills. Comments: _____				
<b>TOTAL # OF ↓</b>				

©2001 Atticus  
FORM 5.03, Page 2 of 3

## Soft Skills:

Communication  
 Writing/Drafting  
 Research  
 Client Service  
 etc.

## Hard Skills:

Production  
 Origination

# FEEDBACK LOOPS:

TYPE	FREQUENCY	SETTING	PURPOSE
Informal	Consistently (Catch'em doing it right)	Their desk	Encouragement
Formal	At least Annually (Share the data)	Your desk	Growth

# SETTING YOUR COURSE FOR PRACTICE GROWTH



## Four Core Lessons:

- The Three C's
- Four approaches to compensation
- Learn how to measure behaviors
- The evaluation process

## 3 best actions-learning to action:

- Compare your components of compensation to the current market
- Implement an informal feedback loop
- Schedule a formal feedback loop
- I need help now: email [grow@atticusadvantage.com](mailto:grow@atticusadvantage.com)

## When you register:

- Access to our exclusive member portal with on demand courses to help you get the most from the workshop
  - Habits course: Breaking bad ones and developing good ones
  - Great Practice. Great Life podcast Episode 21
  - Reggie's Breakthrough
  - How to use the Atticus Daily Focuser

## During the workshop:

- How and when to raise rates
- The Rule of 3 Calculator
- Financial template for your firm
- An Action plan for your practice

## After the workshop:

- The Rule of 3 Calculator
- How to use the Rule of 3 Calculator
- How to construct your monthly financial template

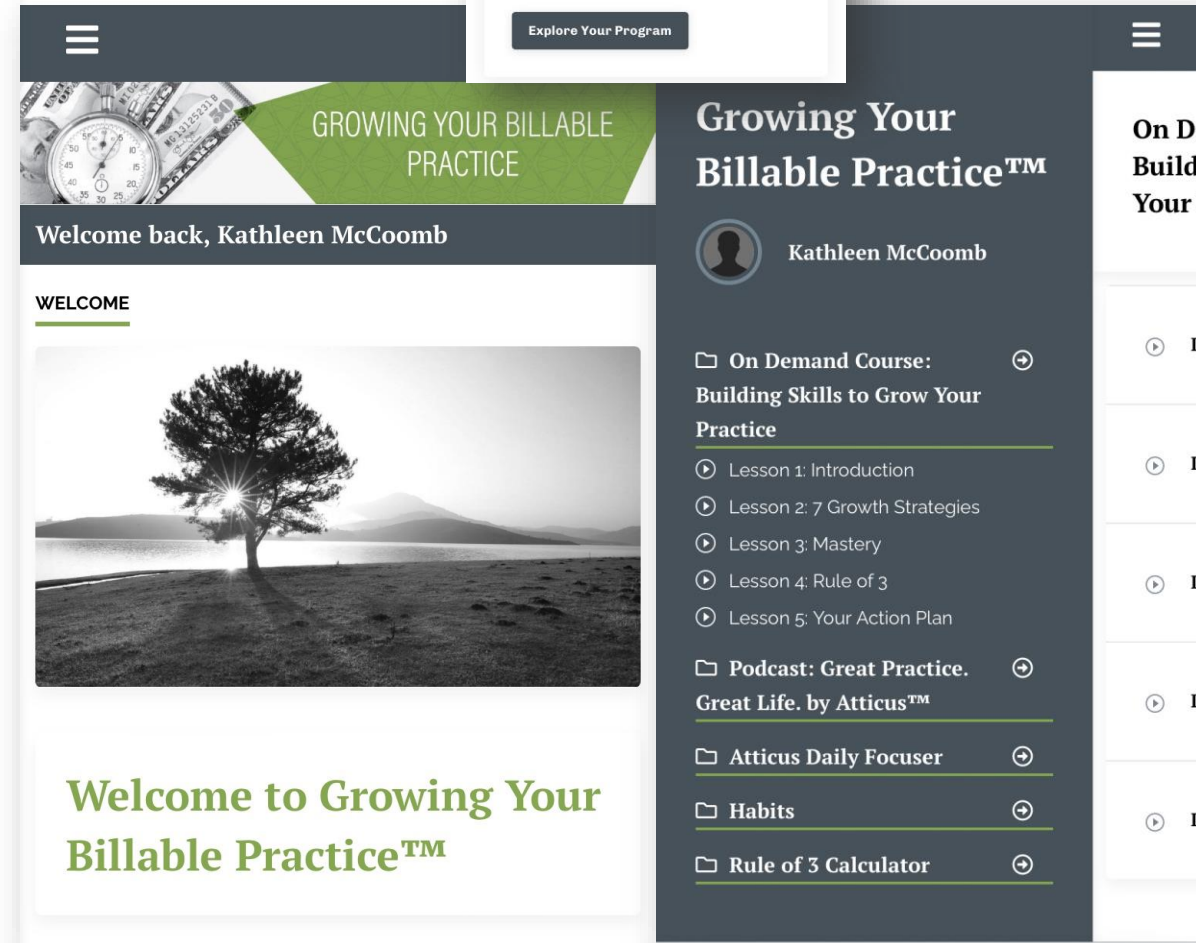


# IMPLEMENTING GROWTH STRATEGIES

APRIL 27, 2023

2:00 – 3:30 PM ET

- Register today and get ½ off!
- Register today and get access to on demand resources to grow your practice
- Link in the chat box
- Use Promo Code: **50BILLABLE** at check-out



# UPCOMING WORKSHOPS AND PROGRAMS



## THE PRACTICE GROWTH PROGRAM™

San Francisco

Orlando



## DOUBLE YOUR REVENUE WORKSHOP™

June 16<sup>th</sup>, San Francisco

June 23<sup>rd</sup>, Orlando



## THE BILLABLE HOUR LAW FIRM WORKSHOP

April 27<sup>th</sup>, 2-3:30 pm ET

**NEED HELP NOW?**  
Email: [grow@atticusadvantage.com](mailto:grow@atticusadvantage.com)

Thank You!



ATTICUS™

*Great Practice. Great Life.*