



Our goal is to deliver an unparalleled client experience, every step of the way.



Vision

Our vision is to be the dominant Chicago law firm to discerning businesses and their owners.

Our clients appreciate value and the power of collaborative relationships.

Our strategic advantage is **The LP Way™** – a model for creating an unparalleled client experience at an exceptional value.



Pledge

## LP Client Service Pledge

Know your client

No surprises

Move with speed & quality

Establish expectations, *then beat them*



Client  
Experience

## How does it feel to be an LP client?

LP clients understand they are served by talented attorneys capable of achieving successful results. What clients truly appreciate, however, is the special feeling that they are working with a partner genuinely invested in their business, a partner committed to gaining a full understanding of their strategic goals by collaborating productively towards fulfilling those goals.

We devote significant resources to instituting client-service processes that ensure LP's clients experience the firm as a valuable strategic partner.





**The**



**Way**

These five steps are critical to the way we run our business and lead our clients to an unparalleled client experience.

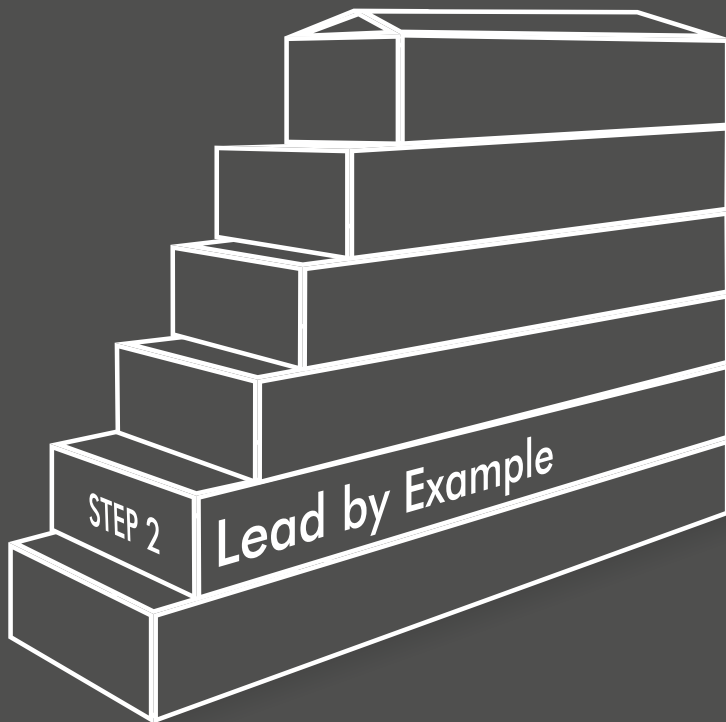




## STEP 1 Attract and Retain Talent

**Everything begins with the right people.**

1. Recruiting individuals who embody LP's best qualities through a considered selection process that leverages referrals, interviews, and firm branding.
2. Creating an image—through branding, public relations, social media, CSR, and our website—that speaks authentically to the best qualities of LP and our people.





## STEP 2 Lead by Example

**Onboarding and cultural integration of LP non-negotiable values.**

1. Clients first
2. Commitment to personal growth and responsibility
3. Collaboration
4. No asshole rule

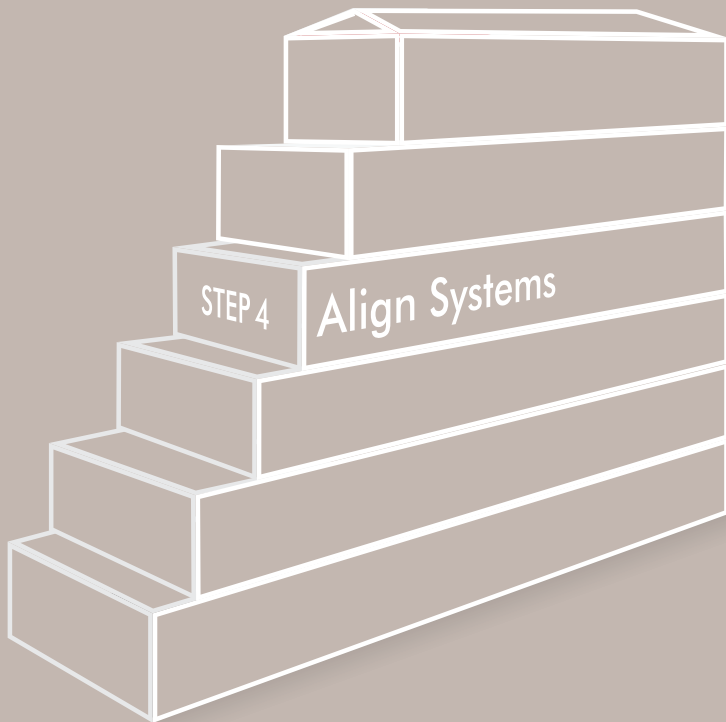




## STEP 3 Cultivate Effective Groups

**Practice groups are the front line of client experience.**

1. Collaboration within and between practice areas
2. Innovation, consistency and process efficiency in the way work gets done
3. Shared resources such as contacts and form documents
4. Group and personal plans for goal achievement





## STEP 4 **Align Systems**

**Effective system alignment fosters the right behaviors.**

1. **Governance:** Management and Succession
2. **Development:** Business, Professional, Leadership and Personal
3. **Reward:** Promotion and Compensation
4. **Operations:** HR, KM, Records, IT, Facilities, Marketing and Finance

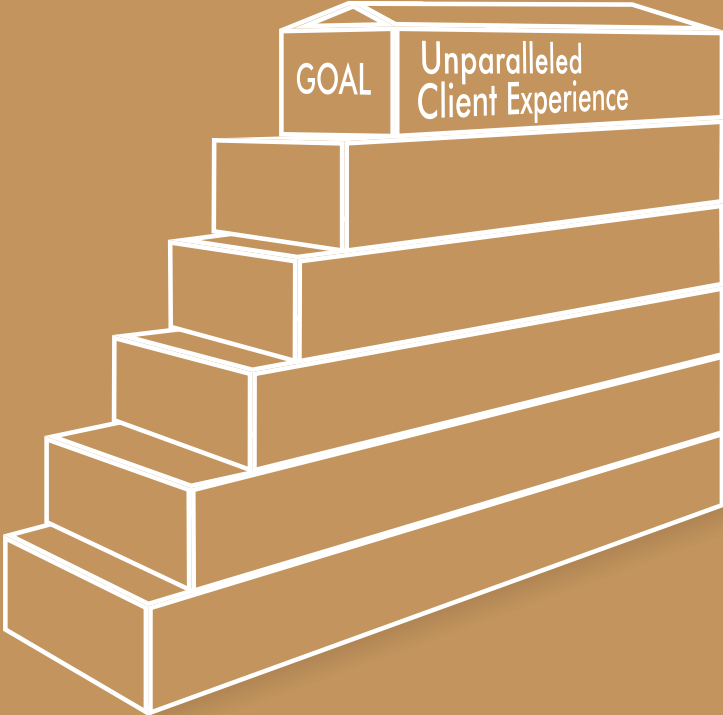




## STEP 5 Ask for Feedback

**Self awareness is paramount to it all.**

1. Emphasis on lifetime learning
2. Gaining insights for personal growth
3. 360 degree surveys
4. Client input and interviews



GOAL

Unparalleled  
Client Experience



**Our goal is to provide our clients an unparalleled client experience, every step of the way.**

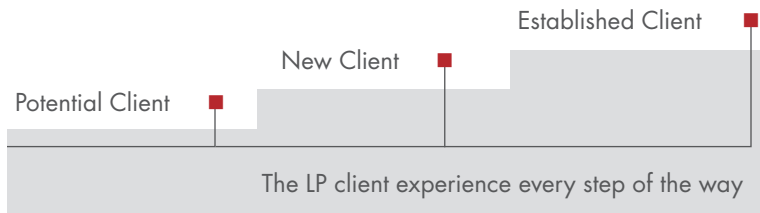
The LP Way™ is a *strategy*, not a slogan. It is not a marketing gimmick. The LP Way creates a common language within the firm to ensure *everyone* is focused on client service and understands how the firm is aligned to best achieve it. Only by doing that, can we achieve our goal of creating an unparalleled client experience.



**Commitment**

We commit to ensuring that LP clients feel special every step of the way. **This is our LP Way.**

Every person and system in the firm is part of the experience.





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