

CASE STUDY



Firm Background

As a midsize Amlaw 200 law firm with national reach, Hinckley Allen attorneys consistently provide effective legal counsel and savvy business guidance to clients across industries to deliver exceptional client service. With offices throughout the Northeast and in Chicago, Hinckley Allen has been a vital force in law, business, government, and its communities since 1906.

Situation

Hinckley Allen wanted to make a critical investment in a cohort of rising stars and help them focus on their business development goals.

Solution

Hinckley Allen engaged Ackert Inc. for a six-month PipelinePlus Coaching program with 12 attorneys in an effort to strengthen relationships and opportunities, and ultimately increase revenue.

Results

When surveyed at the conclusion of the program, every participating attorney agreed that the program helped focus their business development efforts and goals.

Every attorney found PipelinePlus to be helpful for some aspect of their business development. All found it valuable for setting actionable next steps with their business development targets and for reminders to pursue them, and more than 90% found the tool useful in organizing their contacts and prospects. One lawyer commented, "I think it is a great tool to have one singular place to track your clients and prospects and is also useful as it helps guide your next actionable steps." Another added, "PipelinePlus was a better version of the spreadsheet I always planned on creating and updating but struggled to find the time to create and populate."

Hinckley Allen attorneys also found value in the one-on-one coaching sessions they had with coach Melissa Hoff. One attorney shared, "I found these meetings extremely helpful. Talking through things specific to me – personality, social and professional circles, etc. – and then receiving Melissa's tailored recommendations along with brainstorming ideas for business development prospects and other opportunities was extremely helpful and helped me identify things I probably wouldn't have otherwise." Others said, "Melissa is not too pushy but rather listens to me and makes suggestions that best suit

my strengths and weaknesses,” and “Melissa really listened and understood me personally, my practice and potential areas of growth for BD. She gave thoughtful and helpful suggestions and made cross-selling connections based on her other one-on-one meetings with my colleagues I would not have thought to make.”

The attorneys also largely agreed that the group coaching sessions were a good use of their time. One explained, “I found it helpful to understand the challenges my peers were facing and was able to apply some of the strategies they suggested in my practice.” Another added, “It was incredibly helpful to get to know my peers and what they are working on, and what they specialize in. I know generally what my colleagues do, but to hear more about the specifics of their unique practices was very informative.”

All of the attorneys were pleased with the frequency of the meetings and the amount of time required to participate in the program. And they all agreed they felt valued by the firm for being asked to participate. The cohort reported over \$250K of new originations in PipelinePlus and more than two-thirds of participants were able to attribute new matter originations, ROI and/or clients to their participation during the program's six-month timeframe. One attorney shared, “I was able to open 3-4 new matters, in part due to the techniques I learned and the confidence I gained from the program.”

When asked if they would like to continue participating in the program, the lawyers expressed interest whether it was to continue individual coaching with Melissa, group coaching with the same cohort, or in having access to PipelinePlus, with several being interested in a combination.

Kristin Fischer, Senior Business Development Manager at Hinckley Allen, commented, “Attorney feedback about the program was overwhelmingly positive. The participants liked hearing from other lawyers at similar stages in their careers, found value in getting to know other people in the firm from other practice areas, and felt Melissa Hoff's style and personality were a good fit for our firm. I look forward to keeping the momentum going with this cohort with additional meetings.”

As a result of the success of the initial BD Group Coaching engagement, Hinckley Allen opted to continue the program.

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Kristin Fischer
Senior Business Development
Manager, Hinckley Allen



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