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The Value Advisory Launched to Help Clients and Law Firms Negotiate the Client Revolution

Shifting from talking AT to talking WITH each other

New York February 3, 2011 **The Value Advisory**, a consulting service, has been launched to help law firms and their clients address the client revolution in the legal industry. Six veteran consultants who are former practicing lawyers, general counsel and senior executives from law firms and law departments started the service to help law firms and legal departments demonstrate and deliver new standards of “value.”

“Value’ is not just another way of saying ‘cut your bill,’” according to Aileen Leventon of **The Value Advisory**. “Clients expect more fundamental change.”

The demands from CEOs and CFOs to cut the costs of legal services and the Association of Corporate Counsel’s calls for reform are coming across inconsistently and garbled to law firms, however. “Law firms are hearing discount, stick to your budget and don’t charge us for inexperienced associates. Law departments are hearing cut costs. That’s not fundamental change, so it looks like business as usual for a recession,” said Nancy Lasersohn.

“Now that some general counsel have proven that even complex litigation and transactions can be managed to a much lower budget, cascading change is inevitable; we are at the beginning, not the end, of the new cycle,” according to Ms. Leventon, a specialist in strategic legal project management.

The Value Advisory works with law firms to analyze their clients, services and operations to understand where change is most necessary to meet new performance standards. The Group also works on the client side to institute performance metrics, legal project management and budgeting protocols, and to communicate more effectively with law firms.

“Law firm management is typically highly fragmented and imitative. This is the time for real leadership and change because organizational strategy and alignment is the key to competitiveness and profitability going forward,” says Ronda Muir, who advises on organizational issues.

The principals of **The Value Advisory** are:

Martha (Marti) Candiello, formerly General Counsel of Sunoco Chemicals and Chief Regulatory Counsel at Rohm and Haas Company, was Director of General Counsel Relations for Reed Smith, and is Associate Dean of Drexel Law School in charge of career services. She is an expert in obtaining and leveraging law firm client feedback into business retention and new business opportunities by identifying and implementing service standards that align with the key performance metrics of client organizations.

Lois Horwitz, advises law firms on streamlining and automating business processes to reduce expense and improve the efficiency and integrity of operations. She was the Director of Operations and Technology for a large law firm and, subsequently, its Executive Director. She also held positions of Chief Information Officer at an AmLaw 250 firm and as lead consultant and project manager for multi-phased technology and business process improvement program.

Nancy Lasersohn, an advisor on strategy, management and marketing, headed marketing at White & Case LLP and Dechert LLP. Earlier, she was president of a marketing consulting firm and worked for 20 years with management and economic consulting firms. She conducted pioneering research of corporate counsel and their relationships with outside counsel, and designed successful client retention and acquisition programs in response. She was also one of the first to introduce what is now termed “project management” as part of a strategic initiative to maintain rates in the face of mounting competitive pressure.

Aileen Leventon, a former practicing lawyer, MBA, law firm executive director and partner/consultant at PricewaterhouseCoopers, Blaqwell, and QLex Consulting has 20 years experience advising law firms and law departments on improving effectiveness through adoption of business practices. The lead faculty member for the 2010 Association of Corporate Counsel Master Class, she has trained law department management and law firms on project management, budgeting and metrics. She has the expertise to help law firms determine and negotiate the optimal fee structures for each client and manage the delivery of legal services profitably.

Ronda Muir is one of the country’s leading authorities on lawyer personalities and the application of behavioral science to the legal workplace. She advises law firms on aligning structure, management, compensation and professional development with enhanced client service to effect lasting organizational and individual change. She draws from years of practicing law in New York and Europe, both as outside counsel and in-house counsel, coupled with advanced study in behavioral science.

Robin Rolfe combines strategic vision with practical implementation. As a law practice management consultant for more than 10 years and earlier as Executive Director of the International Trademark Association (INTA), she applies her legal training, organizational skills and leadership experience to help law firms, legal departments and associations develop and implement strategic plans, improve client-counsel relationships and increase business.

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