



LAW FIRM RECRUITING QUIZ

How effective is your firm in selling your opportunities to prospective laterals?

Take this quiz and find out!

For each “Yes” answer, give yourself ten points. For each “No” answer, give yourself zero points.

1. Does your law firm chair articulate the importance of lateral recruiting to your partnership on a regular basis?
2. Does your law firm chair give recognition to those partners who contributed to new laterals deciding to join your firm?
3. Do you respond to each submission acknowledging you have received it, as soon as you receive it?
4. Do you get feedback from partners on a new candidate within 24 hours of the interview?
5. Have you asked your lateral recruiting chair or those on the partner recruiting committee to fill out your firm’s LPQ?
6. Did your lateral recruiting chair or those on the partner recruiting committee fill out your firm’s LPQ when they said they would?
7. Once you receive a new lateral submission and determine there is interest, do you get the meeting on the calendar within seven days?
8. For second rounds, do you normally schedule those within 48 hours after the first round, and get those booked on the calendar within two weeks after the first round meeting?
9. Do you always get back to partners you are not interested in and at least give them closure?
10. Have you defined who is running point on each prospective lateral hire, such as the prospective candidate’s friend who works in your firm, or the practice group leader?
11. Do you seek input from practice group leaders on priorities on a regular basis?
12. Do you have marketing materials in pdf form that answer the question of “Why is my firm worth considering?”
13. Have you proofread your LPQ for formatting errors and typos in the last year?
14. Is your firm’s logo on your LPQ?
15. Do you have video testimonials of those who have joined your firm articulating the narrative of how your firm has helped them improve their condition?
16. Do you identify those who can be good connectors within your firm, friends and former coworkers of prospective laterals, and get them involved in the interview?
17. Does your firm conduct exit interviews from departing attorneys to find out how you can improve as a firm?
18. Have you ever trained your partners on how to interview prospective laterals?
19. Do you coach those partners who are interviewing prospective laterals on the hot buttons and motivations of the prospective candidate?
20. Do you know how to effectively “nudge” slow-moving partners in your process if they are not giving you feedback in a timely manner?

How did you score?

170 – 200 points: You are a world-class law firm recruiter!

130-170 points: Time to sharpen the saw a little.

Below 130: Now you know where you can improve!

I hope this quiz gave you some things to think about to get an edge over your competition. An edge, no matter how slight, is sometimes all you need to win the highly competitive war for talent.

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Scott Love grows law firms through effective lateral partner recruiting. He is the founder of The Attorney Search Group, a leading national recruiting firm focusing on recruiting partners, groups, facilitating small firm acquisitions, and associate recruiting. Scott is on the board of directors of the National Association of Legal Search Consultants and has been described as a luminary within the industry. He is the author of *Why They Follow: How to Lead with Positive Influence*, and the coauthor of *Rainmaker Confidential*. Scott also is the host and producer of *The Rainmaking Podcast*, a top-3 percent podcast that focuses on how partners can grow their books of business. Scott has been quoted in the *Wall Street Journal*, *Forbes*, *Huffington Post*, *Bloomberg*, *Law360*, *Reuters*, *The American Lawyer*, *Above The Law*, and dozens of business publications globally. Scott is a graduate of the United States Naval Academy and is a former surface warfare officer in the United States Navy. He is also a professional watercolor artist. He is married with two children and lives in the Richmond, Virginia, area with the best dog ever and two annoying cats. scott@attorneysearchgroup.com