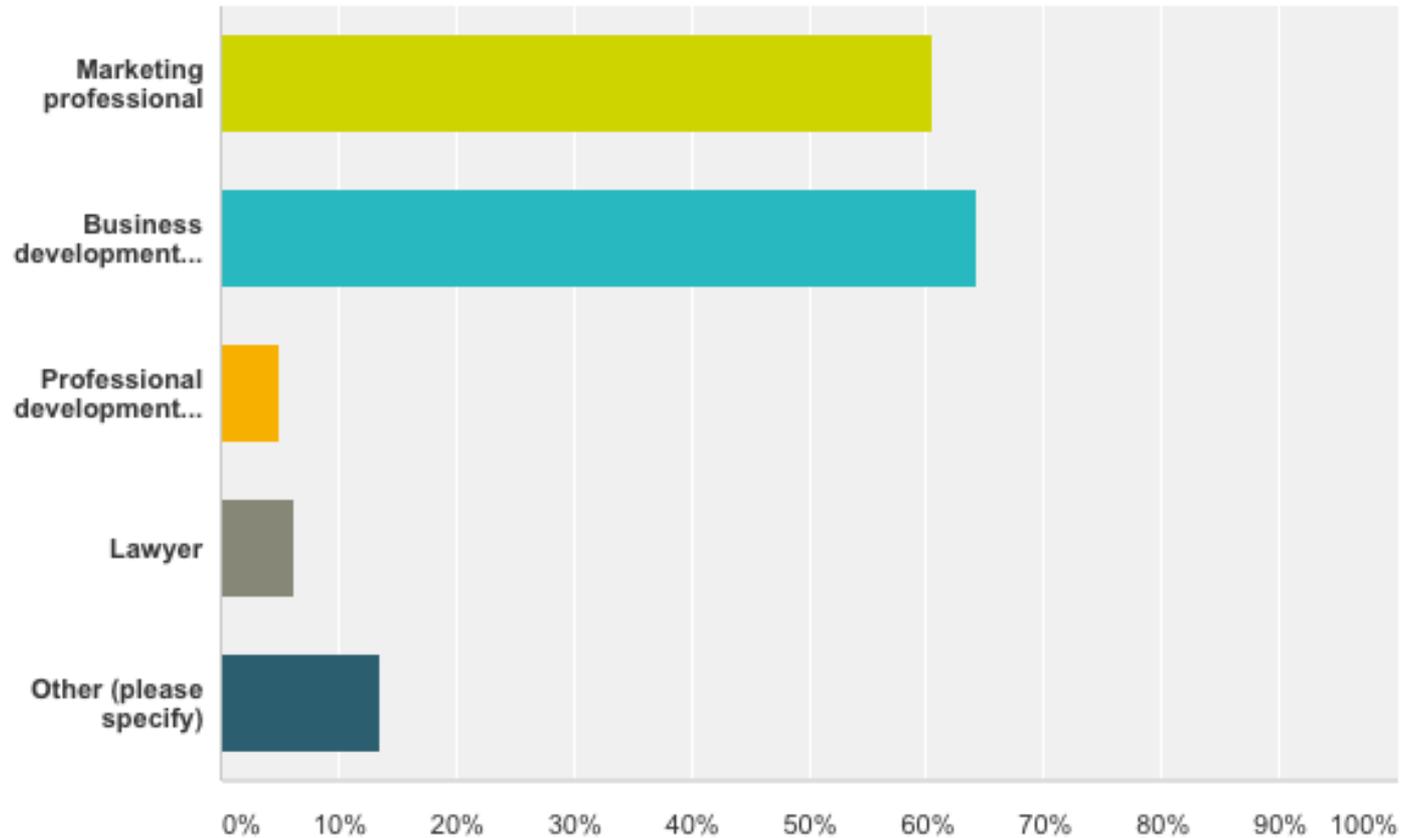


# BD Challenges in a Changing Market



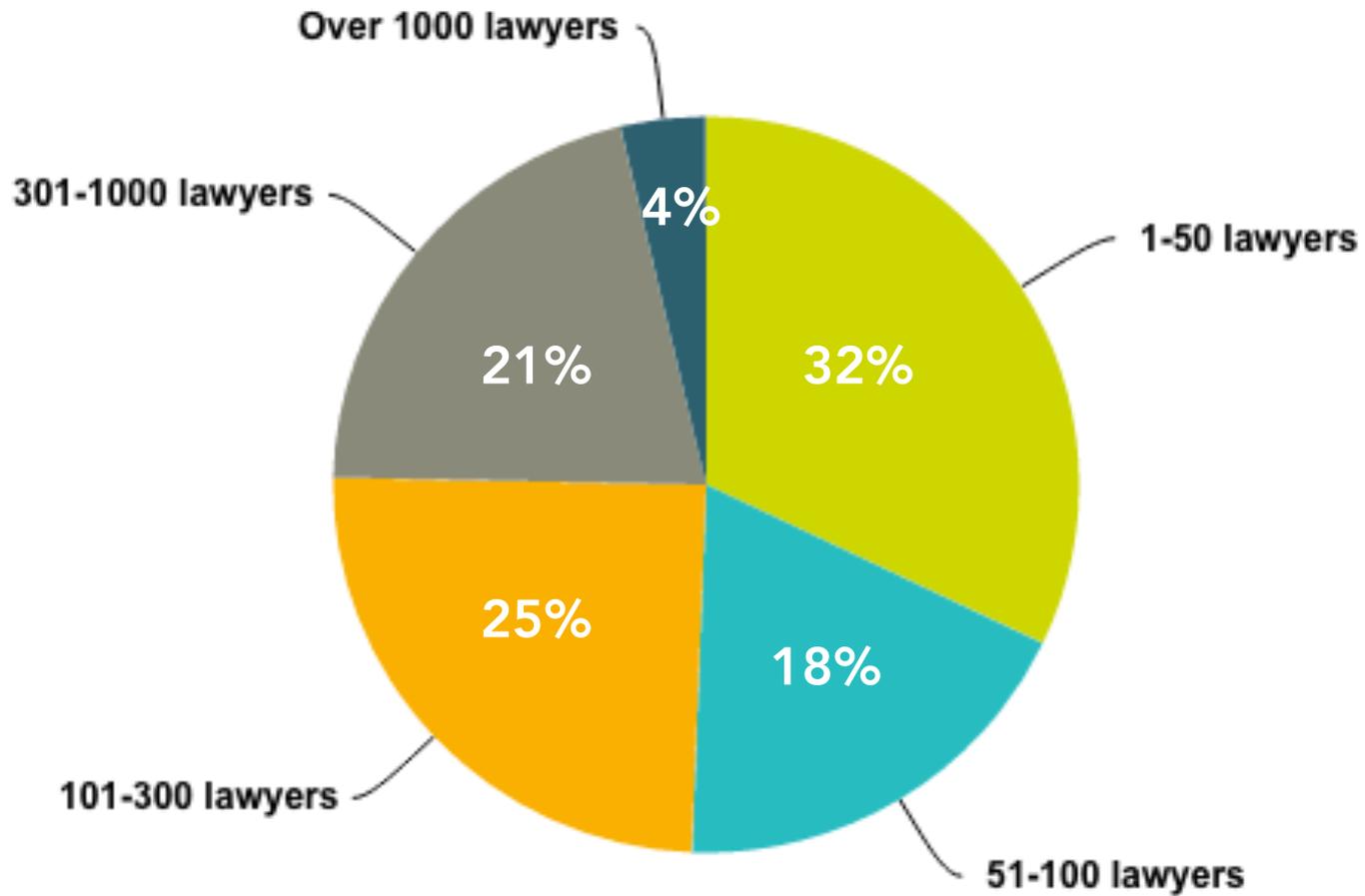
THE ACKERT ADVISORY™

# What is your role at the firm?



81 survey respondents (mostly legal marketing and BD professionals) representing over 70 North American firms

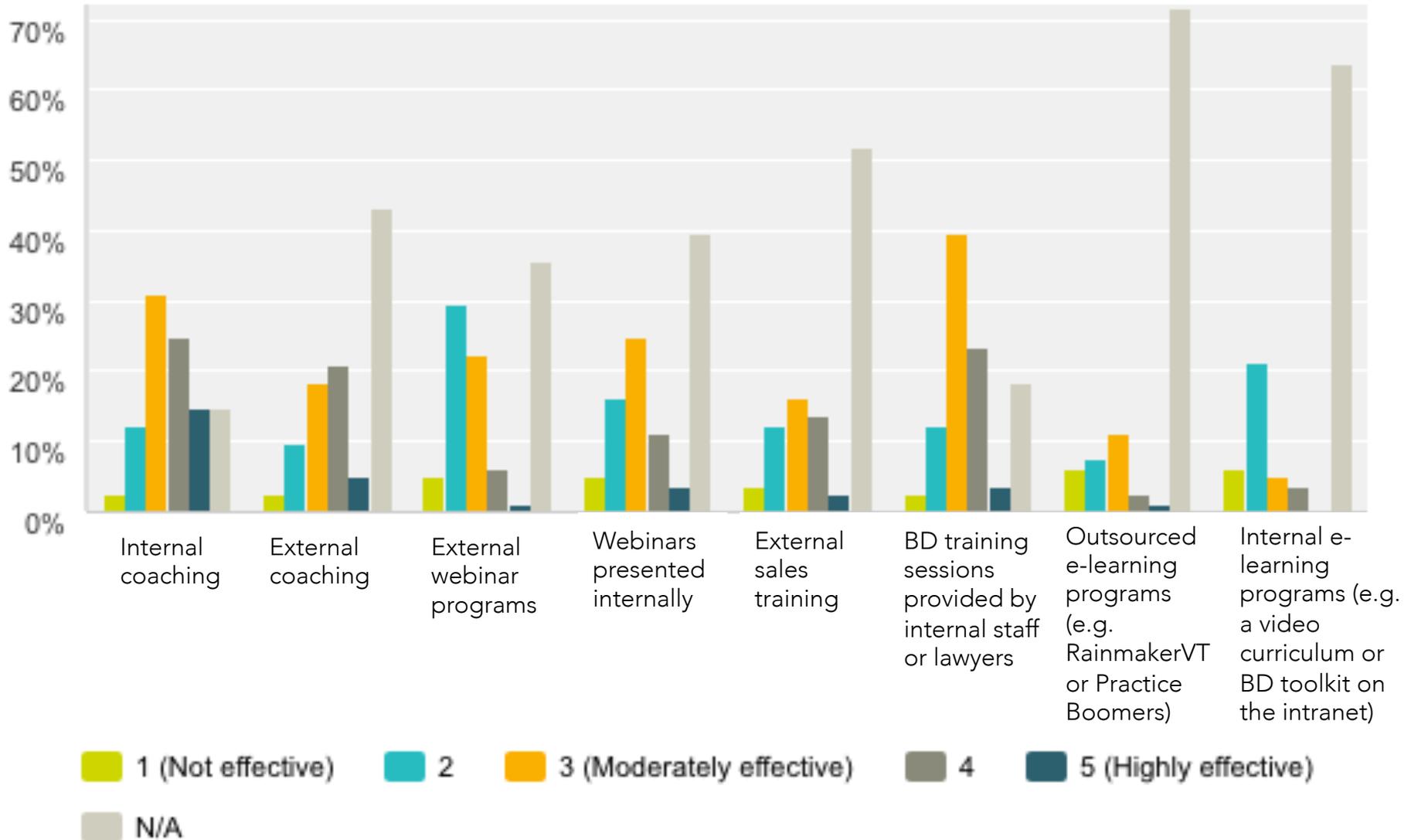
# How many lawyers are at your firm?



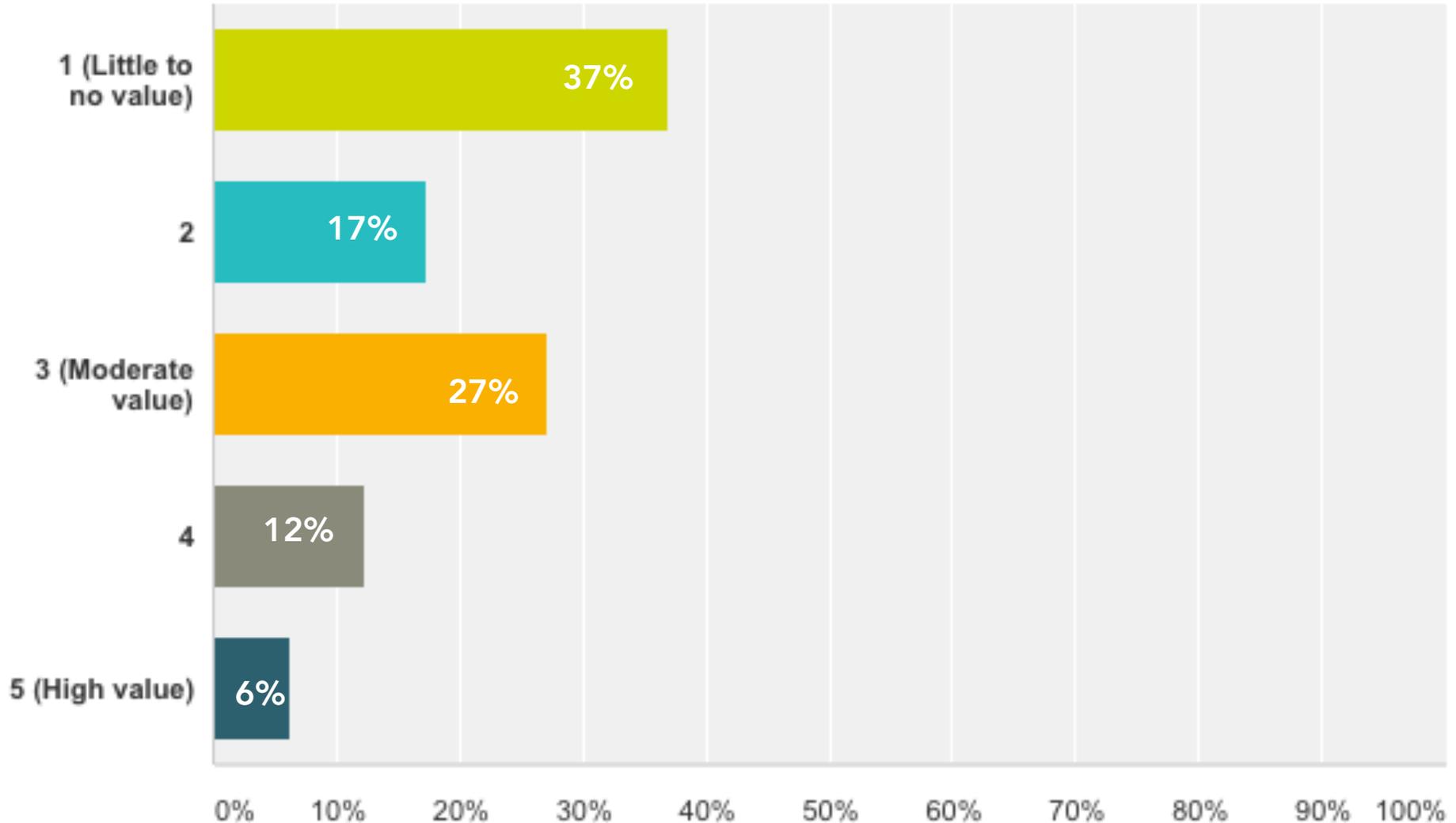
# What are the biggest challenges with BD at your firm, and how problematic are they?



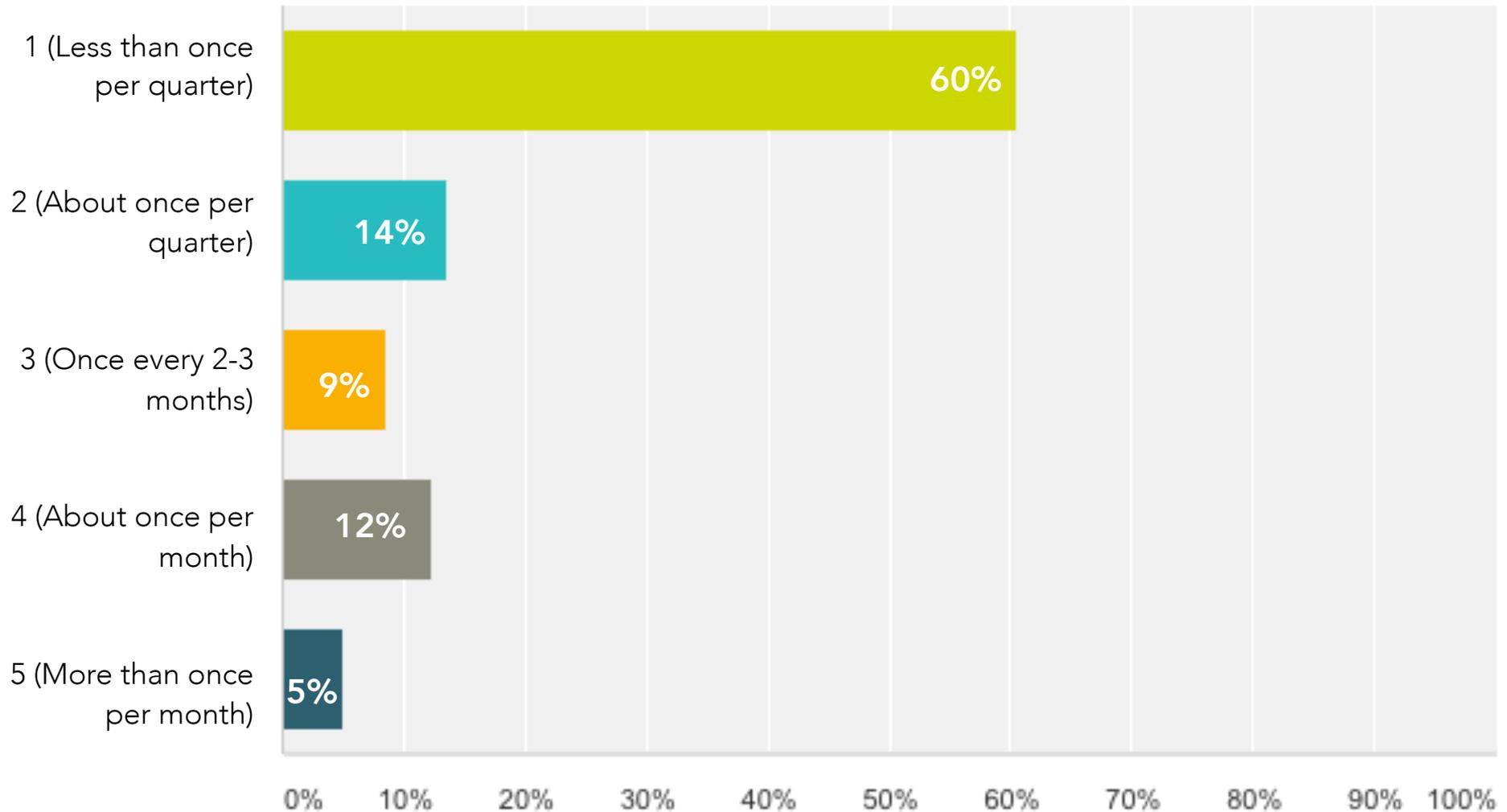
# How effective are the following resources at your firm? (Select N/A if your firm does not use a given type of program.)



On a scale of 1-5, how much value is placed on metrics in calculating the effectiveness of the BD training programs in the previous question?



On a scale of 1-5, how often are your lawyers held **accountable** for engaging in BD activities?  
(e.g. meeting with a BD Manager, CRM dashboard review, regular mentorship, coaching circles, etc.)





PRACTICE BOOMERS<sup>®</sup>  
BY ACKERT INC<sup>™</sup>

A solution to the accountability issue