

Thought-leadership as a Business Driver

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Value of Thought-Leadership

- Use media relations to reach target audiences
- Better for *NYT*, *WSJ* or *Reuters* to call you an expert than for you to do so
- Thought-leadership best way to advance reputation without risking client confidentiality

Thought-Leadership Develops Business

BTI Survey: thought-leadership (credentialing) second only to client referrals in winning new clients

- Being quoted as a third-party expert is the #1 credentialing activity
- Three quotes in a Tier 1 news outlet has same impact as one client referral

Other Valued Credentialing Activities

- Speaking engagements at “smaller, more intimate” events
- Demonstrating firm is well-regarded by clients and peers (announce matters/wins, participate in awards & rankings)
- Authoring bylined articles in a relevant trade publication
- Developing blog about a specific legal issue or practice area

Proof It Works

- At least four confirmed new assignments directly linked to PR outreach in the past 1.5 years
- Clients/prospects clearly take note of thought-leadership

“The impact we’ve seen as a result of our thought-leadership outreach is invaluable. While I can’t say that we were hired for new work solely because of press coverage, many of the executives comment that ‘we are everywhere—obviously the key player in the National Security space.’” —Farhad Jalinous

Proof It Works

- 55% of all PR efforts propelled the attorneys involved to be among the top 10 most visited bios on our website in the week(s) immediately following thought-leadership outreach
- Bylined articles, trend Q&As and client alerts posted to Lexology reach potential business targets and tracks which companies/readers print, forward or “tweet” our pieces

Where We Stand (Build on Success)

Within past 18 months

- Media coverage rose from 29 stories to average of 199 stories a month (400% increase)
- Tier 1 coverage (NYT, WSJ, Washington Post, BusinessWeek, AP, etc) went from 9% of all coverage to 22%, a 110% increase
- # of practices ranked in *US News/Best Lawyers* doubled; # of attorneys ranked in *Chambers Global* rose 50%
- 20% of partners now participate regularly in PR opportunities (up from 5%)

Take Action Now

Approximately 9-12 months to see true impact firmwide, so act now

- Add thought-leadership strategies to individual, practice and department plans
- Tell us about successful matters, new clients brought on board
- Consider joining relevant industry associations (NACD, SIFMA, WIPA, PhRMA, ICC, CREW, etc.)
- Participate in media training (speakers' training)