

# Foundation - Directory & League Table Submission Management Service



## Description

Establish Foundation as the source for creating, managing and tracking legal directory, league table ranking, and award nomination submissions.



## Pain Points

Legal rankings submissions such as Chambers are intensely competitive, complex, and demand year-around attention from law firm marketers.

- **Time & Labor Constraints** – Massive time investment and labor-intensive process to prepare and submit to multiple ranking agencies, each with unique criteria and deadlines.
- **Information Overload** – Vast volume and variety of information required since hundreds of categories across practice areas, regions and industries.
- **Content Management Challenges** – Content upkeep and accuracy, requiring constant vigilance .
- **Rigorous Internal Review** – Intense review process internally, requiring multiple layers of review.
- **Reputation Risk** – High stakes & high stress since unfavorable outcomes can affect firm's reputation, the lawyer's pride, and one's job security.
- **Resource Allocation Dilemma** – Resource allocation, that is sometimes split between M&BD and KM, while not impacting other Marketing and KM efforts.
- **ROI Justification** - Demonstrating the return on investment (ROI) for the time, effort, and resources invested in the ranking submission process can be challenging and sometimes subjective.



## Outcomes/Benefits

- **Templatized and streamlined workflows:**
  - Increasing efficiency
  - Improved organization of submission criteria
  - Simplified deadline management
  - Enable method for KPI tracking
- **Templatized submission document production:**
  - Improving accuracy
  - Reducing manual components
  - Enables teams spend less time on formatting and more time on strategy
  - Insight into lawyers' viability for ranking, as well as current workload and active projects

### Deliverables:

- Configuration for model packet and submission packets, customized Word Chambers templates, workflow outline and end user training



## Firm Resources Required

- Input and collaboration from teams involved with submissions
- Foundation Proposal module license