

WYKYK: When You Know You Know

Empowering Change Through Knowledge.

October, 2023



Retention Rate at Law Firms

Equity Partners

- Female Attorneys 8% v. 5%

Non-Equity Partners

- African American Female Attorneys 19% v. 10%
- Latinx Female Attorneys 15% v. 10%
- LGBTQ+ 13% v. 10%

Associate Attorneys

- African American Male Attorneys 28% v. 17%
- African American Female Attorneys 26% v. 17%
- LGBTQ+ 14% v. 17%

Source: 2022 ABA Model Diversity Survey, published in 2023

How do firms
keep bright,
talented
lawyers past
year 5, 6, 7?



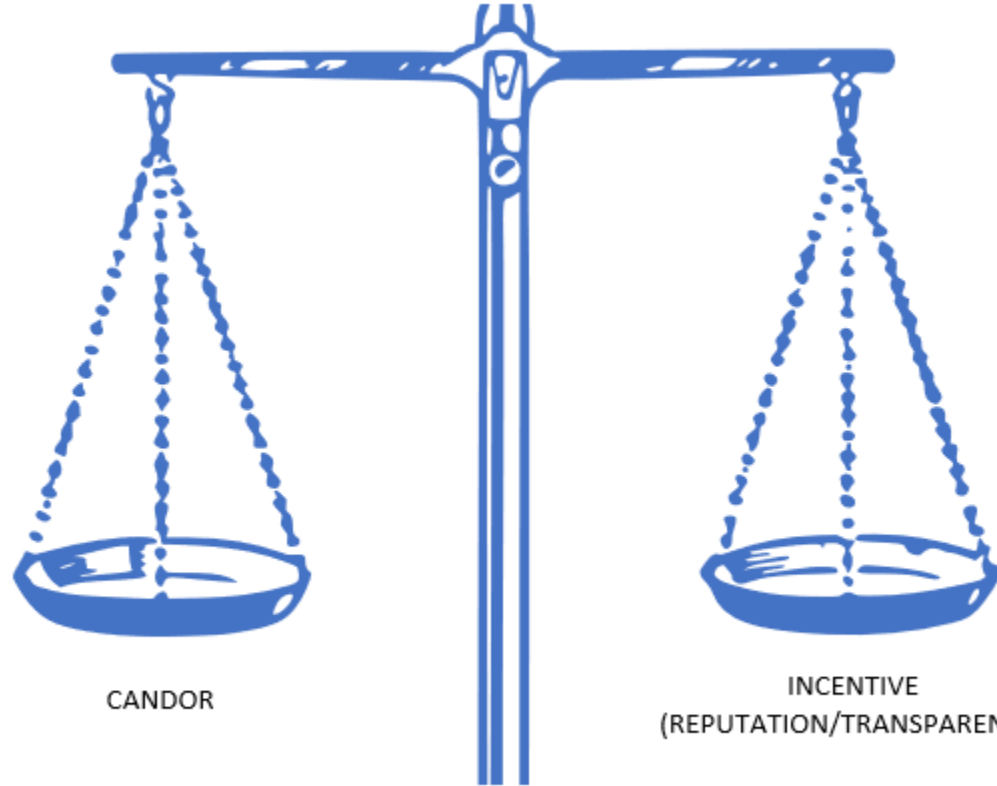
**No "One
Size Fits
All"
Answer**



There's an App for That!



NIMBLENESS



CANDOR

INCENTIVE
(REPUTATION/TRANSPARENCY)

Quarterly Surveys



RATING PARTNERS: 1-5



RATING FIRM: 1-5



PRACTICE GROUP

Rating Partner

Partner Steve Brown – Labor & Employment

How would you rate this partner on mentoring ability and inclusiveness?

Rating: 1, 2, 3, 4, 5

1 – Poor

5 – Excellent

Ranking of Partners based on mentoring ability and inclusiveness

5 Excellent

4 Very Good

3 Good

2 Fair

1 Poor

Partner Score

Angel Craig	4.75	(6)
Brayan Odonnell	4.50	(3)
Jaidyn Nichol	4.25	(10)
Aria Oconnor	3.75	(1)
Carlos Pace	3.50	(5)
Jaydon Bradford	3.25	(7)
Keyla French	3.0	(9)
Albert Norman	2.75	(6)
Mario Delacruz	2.50	(3)
Samara Hardin	2.25	(3)
Wayne Juarez	2.0	(3)
Leyla Hoffman	1.75	(2)

The Average Firm Ranking of Partners by Associates based on mentoring ability and inclusiveness

Firm A	4.7 (55)
Firm B	4.4 (58)
Firm C	3.9 (30)
Firm D	3.7 (60)
Firm E	3.325 (40)
Firm F	2.8 (53)

Cash Flow Projections

	Start- Up (Year 1)	Growing Years (2-5)	Mature Years (6-??)	
Revenue				
Foundations	\$40,000	\$15,000	\$6,000	
Bar Associations	\$15,000	\$10,000	\$5,000	
Oth. Donations/Ad Revenue	\$15,000	\$10,000	\$15,000	
Users(firms)	\$7500	\$10,000	\$20,000	
Total Revenue	\$77,500	\$45,000	\$46,000	
Expenses				
App Development	\$20,000-\$60,000	\$5,000	\$5,000	
Website	\$1500	\$1,000	\$1,000	
Operations	\$25,000	\$25,000	\$25,000	
Marketing	\$10,000	\$10,000	\$10,000	
Total Expenses	\$56,500- \$96,500	\$41,000	\$41,000	
Cash Flow	\$21,000- (\$19,000)	\$4,000	\$5,000	



Kevin Long – Partner, Quarles & Brady
Kevin.Long@quarles.com



Ben Lockwood – Associate, Quarles & Brady
Ben.Lockwood@quarles.com



Trish Jenness – Assistant General Counsel, NM
trishjenness@northwesternmutual.com



Nick DeSiato – Chief of Staff,
Mayor Cavalier Johnson
ndesiato@milwaukee.gov



Jenny Yuan – Assistant General Counsel, NM
jennyyuan@northwesternmutual.com

Our Team –
Diverse Legal
Background



Conclusion



Questions?