

## OUR SOLE FOCUS IS LAW FIRMS.

At Gladstone we advise large, mid-sized, and boutique firms. We work directly with Business Development and Marketing Leaders, Managing Partners, COOs, Executive Directors, Partners, and Associates.

We believe our clients can do some of the most demanding jobs in highly competitive markets and be successful, fulfilled, and aligned with their core values. There's no reason to settle for anything less. We help forward-thinking law firms, their leaders, and their rising talent find sustainable success by focusing on three areas: Strategy, Business Development, and Leadership.

We help your firm become a more compelling choice for the clients, lawyers, and staff leaders you want.

We coach your lawyers to build practices, teams, and industry groups that are economically successful, with work they consider fulfilling and clients they like.

We assist your C-team to partner effectively with lawyers to provide the supporting environment that helps your lawyers be at their best.

We believe that when more of your clients love your firm, and your lawyers and staff leaders love their jobs, you will be well-positioned for sustainable success.



**GLADSTONE**  
LAW FIRM GROWTH STRATEGIES

## STRATEGY.

## BUSINESS DEVELOPMENT.

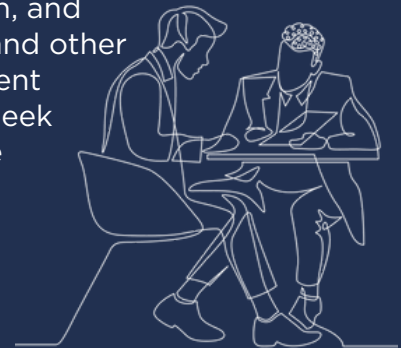
## LEADERSHIP.

### OUR LEARNING COMMUNITY.

**Gladstone invitation-only leadership roundtables** connect your people with peer professionals through facilitated dialogue and benchmarking on critical topics that lead to innovative solutions.

**Time-tested business development training and coaching programs** benefit lawyers at all levels, from veteran rainmakers to first-year associates.

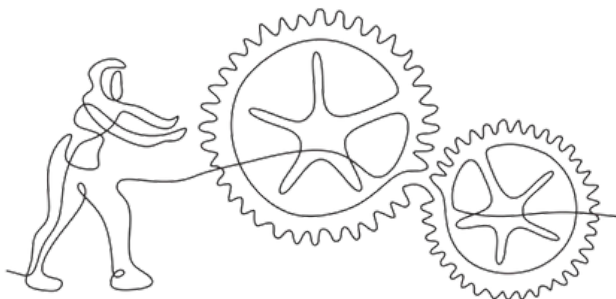
We also train, coach, and advise the C-suite and other business development professionals who seek to better advise the lawyers they serve.



## LEAN IN TO YOUR LEVERAGE POINTS.

Leverage points are those moments that matter. Moments when doing the task right makes all the difference for the future.

Every firm, practice group, lawyer, and staff leader faces leverage points, and their long-term success is deeply influenced by how they handle them. At those points, it helps to have advice and support from people who have been there before.



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## ROUNDTABLES & SYMPOSIUMS

Gladstone invitation-only Leadership Roundtables facilitate innovative, strategic, and confidential discussions on topics of importance to the legal profession and chief marketing and business development professionals. Two-day facilitated roundtable sessions are held twice annually, offering strong peer-to-peer networking.

### TRUE PEERS AT ALL LEVELS

Organized by firm size to create highly relevant peer-based discussions, roundtables are formed for CMO and Director-level marketing and business development professionals.

### ACTIONABLE SOLUTIONS

Each discussion topic concludes with actionable solutions members can take back to their firms for immediate implementation.

### ADDED VALUE

- Direct access to the legal industry's leading consultants and speakers
- Member-driven topics
- Access to an updated "Open Positions Reports" to aid in recruiting
- Critical benchmarking documents produced by the group at brainstorming sessions.
- Periodic video conference calls and email discussions on timely issues held between live sessions

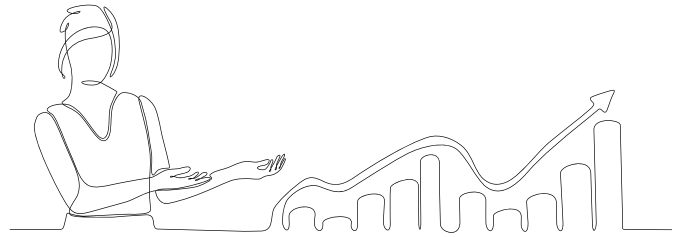


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## STRATEGY.

## BUSINESS DEVELOPMENT.

## LEADERSHIP.



## THINK IN TERMS OF SYSTEMS.

We help you fight the tendency to look at the surface manifestations of a problem when the problem may result from flaws in the operating system, incentive system, culture, or history. Our tools allow us to dig into those root causes and help you build a platform that supports the whole firm and smooths people's pathways to success.

## THE VALUE OF TIME.

We respect your time.

Time is a firm's one truly fixed asset, and opportunity cost is a critical consideration in everything you do.



Whether we are helping you with strategy, practice development, or group leadership, we'll focus on what matters most. And, just as important, we'll help you fix things that consume time but matter less.

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