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4 Things Law Firms Should Offer to Attract Legal Talent

Kyle Ostrowski · Wednesday, May 17th, 2023

Attracting and retaining top legal talent is critical in today's competitive market. A team of top attorneys gives your firm a competitive edge and ensures your firm will continue to impress clients with quality legal work.

In this article, we'll cover four ways to attract (and retain) top legal talent, with an emphasis on how legal technology can help you do both.

What are the expectations of today's top talent?

With recent layoffs at large law firms and the incoming classes of law school graduates, there are great opportunities for smaller and midsize firms — if they can compete effectively in the job market.

Today's top legal talent has high expectations: competitive pay, opportunities for professional development, a meaningful work/life balance, and leveraging advanced legal technology. While meeting these expectations may seem challenging, it's essential for law firms that want to attract and retain the best lawyers and staff.

Let's get into some specifics.

1. Competitive pay and benefits

Top legal talent expects to be paid what they are worth. Offering a competitive salary and comprehensive benefits package is crucial to attracting new lawyers and staff. A higher starting salary and market benefits (e.g., health, dental, and vision) will translate directly into more applications for open positions and higher retention rates.

Of course, if you get into a salary tug-of-war with your competition, you'll eventually run out of cash. Increases are only sustainable to a point. That's why your firm should focus on the totality of what it has to offer, including training, work/life balance, and technology that makes the job easier.

2. Professional development opportunities

Top legal talent typically wants opportunities for professional growth and development so they can stay ahead of the curve. As a law firm, it's important to offer these opportunities at all levels of practice.

For both lawyers and staff, constructive feedback and positive encouragement are important. By providing personalized feedback and having one-on-one meetings and not just waiting for end-of-year performance reviews, your attorneys and staff members will feel supported in their learning and will believe that there's a path forward for them in the firm.

More formal learning opportunities are also essential for attracting and retaining skilled attorneys. Incorporate opportunities for continuing legal education (CLE) sessions and conferences in your learning and development budget. Investing more in learning and offering growth opportunities means your lawyers will be prepared to deliver better work to your clients — and more satisfied clients mean more income for your firm.

3. Work/life balance and flexible work arrangements

Work-life balance is key in attracting top talent, especially if that top talent consists of younger attorneys. Lawyers work long (and often stressful) hours on cases and acquisitions, so offering a supportive environment is crucial in counterbalancing the other demands of the job.

By offering flexible work arrangements — like remote or hybrid work or adjusted work hours — you'll provide lawyers with the tools to manage their personal responsibilities. This includes flexible arrangements for new parents or employees who might need to work remotely to care for an aging family member. By providing flexibility, your firm will emphasize its commitment to supporting its attorneys and staff, and in doing so will attract the best of the best.

Legal technology can be employed to make it easier for attorneys to get their work done anytime, anywhere. Cloud-based legal software that enables secure remote access of case files, documents, and other client materials means lawyers can work from home or on the road more easily. Leading

legal software platforms can enable lawyers to communicate and collaborate seamlessly with team members and clients through document sharing, messaging, and videoconferencing.

4. Advanced legal software

Advanced [legal technology](#) isn't only important for offering flexible work arrangements — it's also an expectation for incoming top talent. Good legal tech makes life easier for attorneys by streamlining work processes and increasing efficiency. It allows lawyers to work smarter by calendaring deadlines, prioritizing [billable tasks](#), and [ridding themselves of mundane or repetitive tasks](#) through [automation](#). Time capture tools make it easier than ever to keep valuable billable minutes from falling through the cracks.

The bottom line on legal recruitment and retention: Money talks, but so does legal technology

While lawyers may be wooed by an attractive compensation package, they won't stay if they don't like working for your firm. An important part of your firm's culture rests on how well you enable your lawyers and staff to work. That requires an investment in the latest legal technology.

This means tools to help with everything from [case management](#) to removing the tedium of timekeeping and [billing](#) (maybe the most frustrating of all law firm tasks).

And tech that enables [internal collaboration](#), helping teams build a collective knowledge base that everyone can access and improving work quality, avoiding duplicative efforts, and accelerating results. For instance, a [fully integrated matter management system](#) will help keep everyone on a team up to date on matter status and highlight roadblocks where someone may be able to offer their expertise. Teams can also [collaborate in real-time](#) and track matter status, allowing for greater flexibility while also building a sense of community.

Everything is connected this way: better tech leads to less tedium, allowing lawyers to get their billable work done more quickly, which gives them more time to focus on their personal lives and find their own preferred work/life balance.

Of course, one of the best ways to convey to talent that you are the right choice for them to excel in their legal careers is to have an up to date and professional website. today's talent expects a robust digital presence, and the first place they go to research employers is online.

Your firm's webpage should highlight your firm's culture and include statements or videos on your website with partners, associates, and staff explaining the benefits of working for your firm.

Junior and senior lawyers alike expect access to advanced tools that make work easier, enabling them to deliver exceptional [client service](#) and improving their work/life balance in the process. Law firms that invest in legal technology platforms can attract better talent and position themselves as industry leaders.

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