



## Assumptions

### LMA:

- Is a remarkably successful organization that has grown, expanded its reach, and recognized solid opportunities for its future
- Supports a competitive legal marketplace that increasingly understands the value of marketing and legal marketing professionals
- Believes that its members' needs can best be served by expanding its influence and position
- Recognizes the unique importance of community to its members – now and in the future
- With confidence, understands that to reach the next level it must assume reasonable risk and assert itself
- Defines “*legal marketing*” to include strategic marketing, sales, and client service

## LMA'S STRATEGIC PLAN

### Overall Strategic Direction

As the authority for legal marketing worldwide, LMA provides the legal marketing community with thought leadership, professional advocacy, and personal enrichment.

### Primary Goals

Cohesive global legal marketing community

Respected thought leader

Leading provider of legal marketing learning opportunities

Effective infrastructure – staff, technology, resources, governance



## 2016 Focus

- **Goal 1** - Cohesive global legal marketing community
- **Goal 3** - Leading provider of legal marketing learning and networking opportunities
- **Goal 4** - Effective Infrastructure - staff, technology, resources, governance

# 2016 Annual Plan:

## *Goal 1 - Cohesive global legal marketing community*

- Strategy #1: Appoint Regional Implementation Task Force to:
  - develop a communication and implementation plan around the changes to LMA's geographic corporate structure;
  - establish operational standards;
  - analyze regional conference model; and
  - review dues structure



## 2016 Annual Plan:

### ***Goal 3 - Be the leading provider of legal marketing learning and networking opportunities***

- Strategy #1: Continue to develop, and then launch, Body of Knowledge
- Strategy #2: In addition to general legal marketing and business development professional education opportunities, develop leadership programming
- Strategy #3: Assess viability of creating industry standards for matter classification
- Strategy #4: Develop standardized speaker evaluations

### ***Goal 4 - Effective infrastructure – staff, technology, resources, governance***

- Strategy #1: Implement HQ financial services staffing support of chapter finances
- Strategy #2: Stemming from Organizational Structure Task Force recommendations, create chapter operational standards
- Strategy #3: Assess feasibility of coordinated technology support for chapters