

The Earley Examiner

A Letter from Massachusetts Personal Injury Attorney Chris Earley

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Culture is the second most important part of a law firm (the people that make up the law firm are the most important).

Culture to me is more important than strategy because culture should inform firm strategy and execution. I believe culture is the glue that holds it all together. It is the unique DNA a law firm possesses that differentiates it from any and all other law firms. It is also the rudder that guides the ship and simplifies the tough decisions and tough actions that must be made. Culture though can be very hard to articulate and express. For that reason, culture can and should be reduced down into core values because a law firm, like any entity, must have core values.

Core values are those principles that don't change and that guide each and every decision a law firm makes. Core values are important because they allow firms to stay true and authentic to their unique reason for existing. They give shape and purpose to all key areas of concern that any firm, regardless of size, must deal with such as marketing, hiring, delivery of client services, firing, etc.

Core Values though need to be seen in order to have weight. When visible and made public they will inform job applicants, team members, potential clients, existing clients, opposing counsel, and everyone else not just about what you do, but *why* you do what you do. They must therefore be written down. Place them in all job ads you run so that you attract the right candidates that share your values, and repel those that don't. This is a great way to find A-players that want not just a job, but a role in an organization that they view as carrying out an important mission. Discuss them at interviews with all job applicants.

Core values are needed by sole practitioners as much as they are by large firms. Regardless of your firm's size, if you don't already have your core values established, then I encourage you to really think hard and to find them. But keep in mind they are not created, but rather they are discovered. They should embody and articulate what you do each day. Ideally, they should be roughly 5-10 in number. You will find that running and growing

your firm is made easier and more simplified by writing down and living according to the Core Values that have been established.

Thank You for Your Personal Injury Referrals!

Your trust in us to handle your wrongful death, car accident, slip and fall, and workers' compensation referrals is incredibly appreciated. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led to nearly 600 Google reviews.

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I'm now offering 1-1 coaching to a select number of growth-minded attorneys. If you're interested in learning more about taking your practice to the next level, email me at cearley@earleylawgroup.com for more details.

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SCAN ME

Let's Connect

Let's grab coffee or jump on a Zoom so we can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at cearley@earleylawgroup.com so we can talk and help one another!

Check Out My Most Recent ABA Article Attached

This month's topic is about why you should survey your clients and staff.