



SAMPLE INTERVIEW QUESTIONS FOR SENIOR ATTORNEYS: LAW FIRMS

- What do you want to do for the firm?
- What is happening in the local economy relative to your practice area? Who is your primary competition?
- What are the synergies between your expertise and the proposed law firm's existing practice? What types of clients does the firm have and how do their needs match your services?
- Does the firm have other practice areas through which your practice could be cross-marketed? Is the market strong where the firm's office or branch office is located? Does it matter?
- Who are the firm's top rainmakers, what are their practice specialties and who are their clients? How much support will you need from the firm/partnership to support your business development plan?
- How does this firm measure and reward performance? Are there minimum standards? Has the firm hired laterals before, and how successful was their integration?
- Do the firm's practice groups work cooperatively and collaboratively? Are there compensation incentives for cross-selling firm clients?
- What benefits – tangible or intangible – are likely to result from the firm entering into this arrangement?
 - Ability to offer clients new practice expertise
 - Access to new growth markets
 - Creation of market barriers to existing and would-be competitors
 - Ability to attract new clients
 - Ability to recruit new attorneys
 - Increased profitability
- What resources must the firm allocate to this arrangement?
 - Partners, associates, staff Space
 - Technology/equipment/systems
 - Research and development
 - Investment capital