



# BTI Most Recommended Law Firms 2021

The Firms Top Legal Decision Makers Recommend Above All Others

## Cracking the Client Recommendation Code

Client recommendations sit at the epicenter of law firm hiring and recurring business. Virtually every top legal decision maker looks to peer recommendations when first thinking of hiring a new law firm. Up to 64% of these decision makers will hire the first firm recommended — even if this firm is recommended just once — hence the power of the unprompted recommendation.

The peer-to-peer recommendation is serious business. Every recommendation is a personal statement about the type of provider — the commitment, service, quality, and demeanor — you are willing to entrust to a peer — from whom they would expect the same.

### Only Unprompted Recommendations Matter

Note the emphasis on unprompted. The type of recommendation matters to potential clients and to you. Unprompted recommendations mean clients stick their neck out for you without you ever asking. You earned this recommendation on your own merit rather than being asked specifically about your firm (BTI asked corporate counsel, “Which law firm do you recommend to your peers?” Most other researchers ask, “Do you recommend Firm ABC?”). The answer to the first question is the highest standard.

### And, Why Recommendations Matter — Big Time

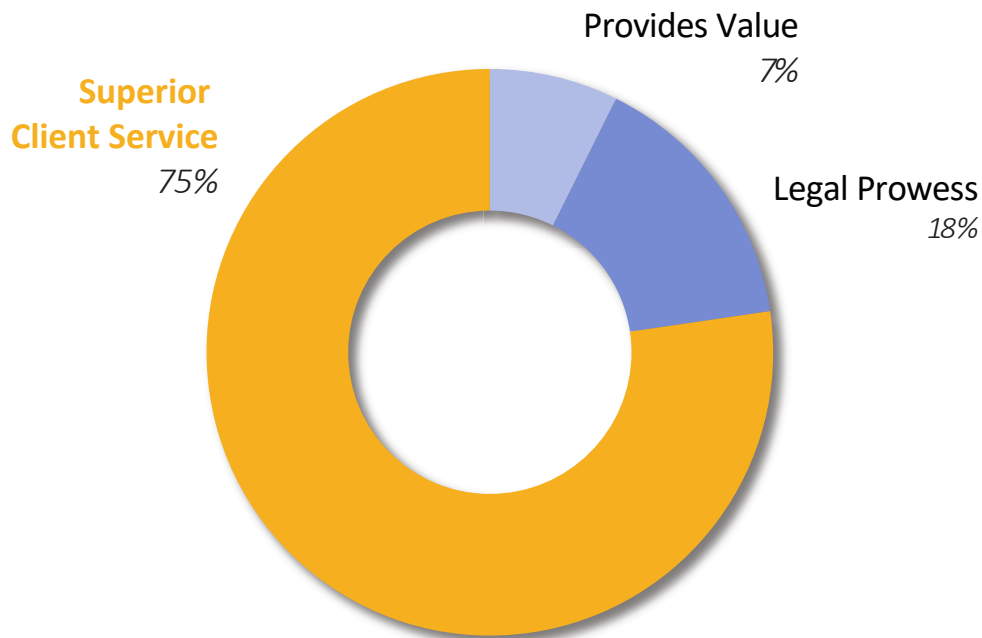
31% of all General Counsel at large companies have been in their role for 2 years or less. This is a new record. BTI research shows they are going to re-evaluate legacy law firms and look for new firms. Why? So few law firms work to understand the new GC’s expectations and preferences — so there is a high chance firms are off target — and likely send the unintended message they are indifferent to the new regime.

## Client Service Drives Client-to-Client Law Firm Recommendations

### Earning the Coveted Unprompted Client Recommendation

Superior client service is consistently the leading driver of law firm recommendations by General Counsel. Superior service drives an unprompted recommendation 4 times more often than any other single factor. The 5 components of superior service include:

- ★ Delivering an excellent client experience
- ★ Mobilizes quickly
- ★ Easy to engage
- ★ Develops custom solutions
- ★ Incorporates deep industry insights



### Why do you recommend this law firm to your peer?

Based on more than 350 in-depth interviews with top legal decision makers conducted between April 3, 2020 and June 17, 2021, each of whom answered the question.



# Table of Contents

## Introduction

Cracking the Client Recommendation Code ..... 1

Client Service Drives Client-to-Client Law Firm Recommendations ..... 2

## BTI Most Recommended Law Firms

The Most Recommended Law Firms ..... 5

Highly Recommended Law Firms ..... 6

Frequently Recommended Law Firms ..... 7

Recommended Law Firms ..... 8

## Methodology and Approach ..... 11

## About The BTI Consulting Group, Inc.

What We Do ..... 13

Leading Edge Insights ..... 14

Contact BTI ..... 15

## Terms of Use ..... 16



# BTI Most Recommended Law Firms



## The Most Recommended Law Firms

We congratulate this exclusive group of 11 law firms. These firms stand out above all others — gaining more unprompted recommendations from legal decision makers than other law firms.

These firms exceed client expectations consistently and demonstrate deep business understanding.

### ★★★★ Law Firms Most Recommended by Top Legal Decision Makers

Arnold & Porter  
DLA Piper  
Eversheds Sutherland  
Foley & Lardner  
Gibson Dunn  
Jones Day  
King & Spalding  
Latham & Watkins  
Littler  
McDermott Will & Emery  
McGuireWoods

## Highly Recommended Law Firms

We congratulate the 21 law firms highly recommended this year in an unprompted manner.

These firms provide superior client service, demonstrating a culture driven by client focus and understanding clients' business.

### ★★★ Law Firms Highly Recommended by Top Legal Decision Makers

Baker Botts  
Baker McKenzie  
BakerHostetler  
Covington  
Dentons  
Duane Morris  
Goodwin  
Hall Render  
Hogan Lovells  
Holland & Knight  
Jackson Lewis  
K&L Gates  
Manatt  
Norton Rose Fulbright  
Ogletree Deakins  
Orrick  
Ropes & Gray  
Seyfarth Shaw  
Sheppard Mullin  
Simpson Thacher  
Wilson Sonsini



## Frequently Recommended Law Firms

Congratulations to the 26 law firms frequently recommended by corporate counsel this year.

These firms separate themselves by exceeding client expectations, earning the coveted unprompted client recommendation.

### ★★ Law Firms Frequently Recommended by Top Legal Decision Makers

Alston & Bird	Mayer Brown
Arent Fox	Mintz
Bradley	Morgan Lewis
Buckley	Morrison & Foerster
Cooley	Pillsbury
Davis Polk	Quarles & Brady
Debevoise	Reed Smith
Faegre Drinker	Sidley
Fieldfisher	Skadden
Hunton Andrews Kurth	Squire Patton Boggs
Ice Miller	Venable
Kirkland & Ellis	Winston & Strawn
Locke Lord	Womble Bond Dickinson

## Recommended Law Firms

We congratulate the 82 law firms recommended by legal decision makers this year.

### ★ Law Firms Recommended by Top Legal Decision Makers

Adams and Reese	Gordon Arata Montgomery Barnett
Akin Gump Strauss Hauer & Feld	Gowling WLG
Allen & Overy	Greenberg Traurig
Ballard Spahr	Groom
Barnes & Thornburg	Grünecker
Bass, Berry & Sims	Haynes and Boone
Benesch	Haynsworth Sinkler Boyd
Blank Rome	Hinckley Allen
Bond	Hudson Cook
Bowman and Brooke	Husch Blackwell
BoyarMiller	Hyman, Phelps & McNamara
Breazeale, Sachse & Wilson	Jones Walker
Bricker & Eckler	Kean Miller
Burns & Levinson	Keegan Werlin
Carlton Fields	Keller and Heckman
Choate	Kilpatrick Townsend
Day Pitney	Kutak Rock
Dickinson Wright	Lash & Goldberg
Dinsmore	Lightfoot
Fenwick	Maddin Hauser
Fish	McLane Middleton
Foley Hoag	Michael Best
Franzén and Salzano	Milbank
Fredrikson & Byron	Moore & Van Allen
Freeborn & Peters	Nyemaster Goode
Fried Frank	Paul Hastings

## Recommended Law Firms (continued)

### ★ Law Firms Recommended by Top Legal Decision Makers

---

Paul, Plevin	Stradley Ronon
Paul, Weiss	Sullivan & Cromwell
Perkins Coie	Taft
Polsinelli	Troutman Pepper
Riley Warnock & Jacobson	Ulmer
Robbins Russell	Van Ness Feldman
Saul Ewing Arnstein & Lehr	Vedder Price
Schulte Roth & Zabel	Vinson & Elkins
Scopelitis, Garvin, Light, Hanson & Feary	von Briesen
Shearman & Sterling	Vorys
Shook	Weil
Smith, Gambrell & Russell	White & Case
Sterne Kessler	Williams & Connolly
Stinson	Willkie
Stokes Wagner	ZwillGen



# Methodology and Approach

## Methodology and Approach

### 2021 Survey Participant Demographics

*BTI Most Recommended Law Firms 2021* draws on data collected in BTI’s ongoing Annual Survey of General Counsel. This study includes between 50% and 55% of companies participating in prior years. This approach provides for accurate analysis of longitudinal trends while simultaneously allowing for insights into new, changing, and coming shifts in the legal market.

**INTERVIEWS:** More than 350 in-depth telephone interviews

**TIME FRAME:** Conducted between **April 3, 2020** and **June 17, 2021**

**INCENTIVES:** Contributors receive a complimentary report of legal benchmarks and metrics

### Highest-ranking Legal Decision Makers

- General Counsel/Chief Legal Officer
- Direct Report to General Counsel
- Other Legal Decision Maker



No law firm submissions, self-referrals, firm referrals, suggestions, or payments are accepted for inclusion.



All interviews with top legal decision makers are confidential and anonymous, by company and person.



Probed more than 350 top legal decision makers at large organizations with \$700 million or more in revenue.



The *BTI Most Recommended 2021* draws solely on in-depth, telephone-based interviews as part of BTI’s ongoing Annual Survey of General Counsel, now in its 20th year.



BTI is the sole sponsor of this research. BTI funds the research and controls the editorial content.

### Representative of More Than 15 Industry Segments

Companies ranged in size from \$700 million in revenue to the largest companies in the world.

Banking	Healthcare	Professional Services
Chemicals	High Tech	Retail Trade
Consumer Goods	Insurance	Telecom
Energy	Investment Banks	Transportation
Financial Services	Manufacturing	Wholesale Trade
Food & Agriculture	Pharma	



## About The BTI Consulting Group, Inc.

## What We Do

For 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs.

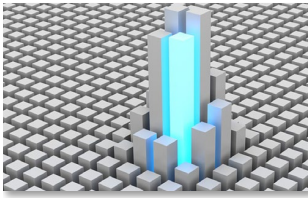
We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers and market leaders, our expertise and insight will help you understand — as well as benchmark — how clients acquire, manage, and evaluate their professional services providers.



### Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



### Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



### Client Service Excellence

We help you redefine how clients think about you and your firm for the short and long term.



### Market Research and Insightful Client-Centric Reports

Authoritative, innovative and practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts, and more are the industry gold standard.

## Leading-Edge Insights

### Authoritative, innovative, and practical advice from our research

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best-performing firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

Our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

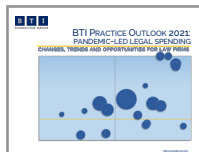
Order today at [bticonsulting.com](http://bticonsulting.com)



**Order Now**

### BTI Practice Outlook 2021: Pandemic-Led Legal Spending

Guide your business development efforts and budgets with precision. Discover where clients are planning to boost spending at double-digit growth rates, where they will stay the same, and where spending will drop in 2021. Plus, learn the 8 key trends shaping the pandemic-led legal market.



**Order Now**

### BTI Litigation Outlook 2021: The Pandemic-Led Market

The largest segments of litigation are getting more funding at the expense of other segments. Your definitive guide to this split market is here. This comprehensive deep dive immediately helps you identify the most current and vexing client needs — helping you meet these needs before competitors realize there's new work for the taking.



**Order Now**

### BTI Client Service A-Team 2021

Client service soared. Not just went up but soared during the pandemic. Clients changed their expectations each day as the pandemic crept in. They relied on a select group of mission-critical client service activities to select the law firms to help. And help they did. More clients report receiving excellent client service than ever before. Bravo to the law firms who delivered. There is one place to find out who did and who didn't improve.

## Michael B. Rynowecer, Founder & President a.k.a. The Mad Clientist



For questions, research inquiries, and information about BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us by calling **+1 617 439 0333** or via email at **[mrynowecer@bticonsulting.com](mailto:mrynowecer@bticonsulting.com)**.

Stay in the know with all the latest legal industry insight, expertise, client analytics, and much more — subscribe today to receive weekly posts by The Mad Clientist!





## Terms of Use

This copy of *BTI Most Recommended Law Firms 2021* is licensed to you for 12 months for private, noncommercial use for internal, company purposes. No portion of this information may be copied or transmitted in any form, shape or manner without the prior written consent of The BTI Consulting Group, Inc., of Wellesley, MA. Any violation of this license may be punishable by applicable federal statutes and subject the user to additional and compensatory licensing fees.

Copyright ©2021 The BTI Consulting Group, Inc.

Address any questions to:

The BTI Consulting Group, Inc.  
396 Washington Street, Suite 314  
Wellesley, MA 02481

+1 617 439 0333



**The BTI Consulting Group, Inc.**

396 Washington Street, Suite 314

Wellesley, MA 02481

+1 617 439 0333 | [bticonsulting.com](http://bticonsulting.com)

