



Partner Talk #3: Building the Bifröst: New DEI Content Strategies for Pitches and Proposals



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A silhouette of a Ferris wheel against a warm, orange-hued sunset sky. The wheel's structure and several passenger cars are visible, with some cars containing silhouettes of people. The overall mood is contemplative and hopeful.

Building the Bifröst: New DEI Content Strategies for Pitches and Proposals

Jan 24, 2023

Agenda

Amid the legal profession's push for greater diversity, equity, and inclusion ("DE&I")—and whether in both anticipation of or response to client demand, leading firms are incorporating compelling DE&I-focused content into their business development processes. This presentation offers a compelling real-world case study on how to differentiate your pitches and proposals through valuable and relevant data points. Participants will discover innovative strategies and best practices for winning work and creating dashboards that show firmwide progress on key DE&I objectives

- The story of DE&I in pitches and proposals
- A strategy for positioning your firm
- What really matters...
- Where does the data come from?

DE&I Qualifies and Differentiates

Current Situation

Clients are requiring firms to structure their teams in a manner that is respectful and considers diversification an important quality of a successful team. These requirements place the responsibility of team diversity on the firm and impacts a prospects decision making process. In addition, there is a significant rise in ad-hoc requests from clients that are outside the business development workflow

DE&I Qualifies and Differentiates

The Impact

Firms are struggling to collect the data and quickly respond to these requests. Firms are required to propose teams that meet the diversity requirements of their clients and collecting this information in a timely manner is often difficult and always out of date

Strategies for presenting your firm

How to approach presenting your firms DE&I facts

**What is your strategy for presenting
DE&I in pitches and proposals?**

Speak to your reality

Format must reflect your true reality... honesty is key

Speak to your strengths

We're strong at recruiting... professional development... we have a strategy

Speak to your commitment

We're strong at recruiting... professional
development... we have a strategy

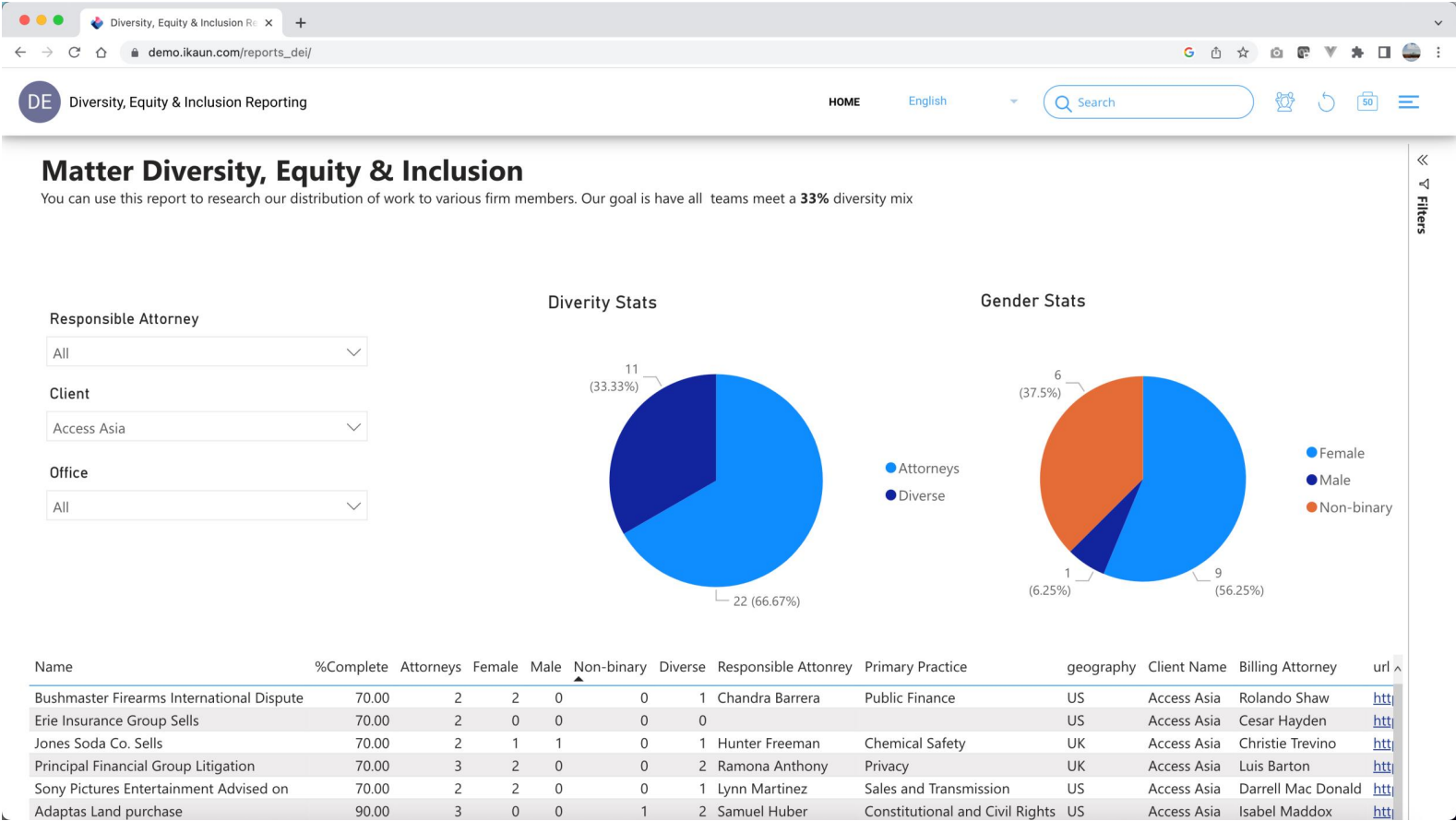
What is being requested? Is it just pitches and proposals?

- **Counts and Percentages**(Gender, Diversity, Sexual Orientation, Veterans)
- **Committee Leadership Roles**
- **Opportunities for promotion and advancement**
- **Percentage of women considered for promotions**
- **What is your committee participation**

Where do you get this data?

- HRIS System?
- Excel?
- Email?

DE&I Reporting based on experience data



Pitch - Diversity, Equity, and Inclusion

You can use this report to research our distribution of work to various firm members. Our goal is have all Proposed teams meet a **33%** diversity mix

Lead Attorney

All

Lead

All

Client Name

All

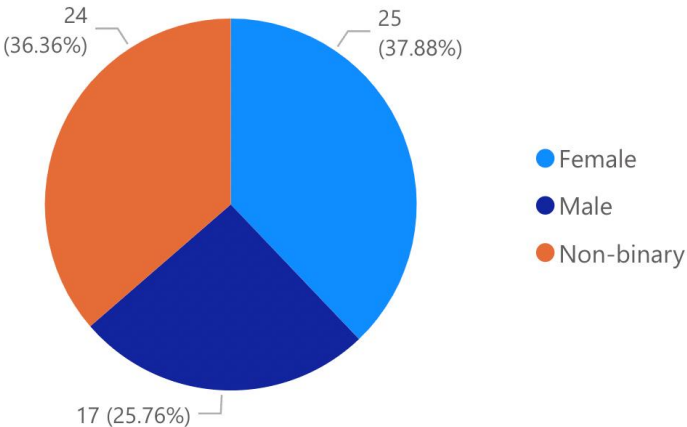
Outcome

Win

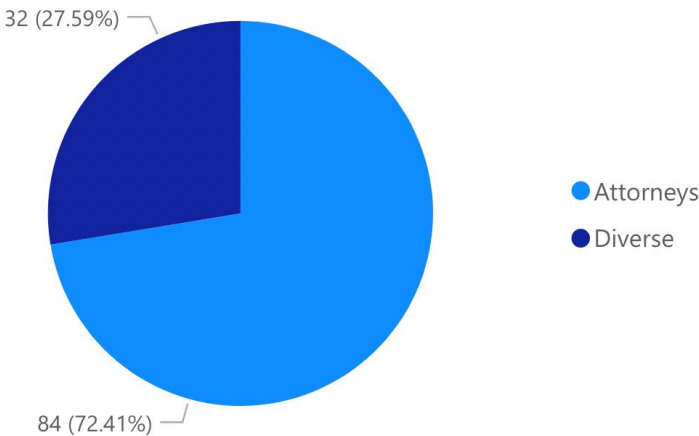
Area of law

All

Gender



Diversity



Name	Client	Area of Law	Geo	Lead	Lead Attorney	Outcome	Url
Jimmy John's - Proposal	Textron Inc.	Individual	UK	Betty Cline	Betty Cline	Win	https://demo.ikaun.com/-/profile
Fiserv - Proposal	Rent-A-Wreck	Privacy	US	Yesenia Bray	Yesenia Bray	Win	https://demo.ikaun.com/-/profile
Circuit Design - Proposal	Rent-A-Wreck	Probate	US	Yesenia Bray	Yesenia Bray	Win	https://demo.ikaun.com/-/profile
O'Reilly - Proposal	Rent-A-Wreck	Probate	US	Yesenia Bray	Yesenia Bray	Win	https://demo.ikaun.com/-/profile
Netaid - Proposal	Rent-A-Wreck	Probate	US	Yesenia Brav	Yesenia Brav	Win	https://demo.ikaun.com/-/profile

Summary

Amid the legal profession's push for greater diversity, equity, and inclusion ("DE&I")—and whether in both anticipation of or response to client demand, leading firms are incorporating compelling DE&I-focused content into their business development processes. This presentation offers a compelling real-world case study on how to differentiate your pitches and proposals through valuable and relevant data points. Participants will discover innovative strategies and best practices for winning work and creating dashboards that show firmwide progress on key DE&I objectives

- Speak to your reality
- Speak to your strengths
- Speak to your commitment
- Be ready with the most commonly requested stats... but these seem to change daily😊