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FIRM NEWS

Lathrop GPM Receives Multilaw's Best Business Development Initiative Award

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Catalyst for Growth Program Recognized for Business Innovation

KANSAS CITY (October 2024) — Lathrop GPM LLP proudly announces that Multilaw has recognized the firm with its Best Business Development Initiative Award for its innovative Catalyst for Growth attorney coaching program. This award is bestowed on the most ingenious and successful business development initiatives devised and implemented during the previous year.

Lathrop GPM's business development team partnered closely with GrowthPlay, a top legal business development coaching company, to develop Catalyst for Growth, a bespoke multi-level, multi-office 18-month training program consisting of 1:1 coaching, group meetings, and in-person and virtual networking to help encourage integration across attorney participants and strengthen business development opportunities for cross-discipline referrals.

The revenue metrics surpassed the firm's expectations. For the 2023 calendar year, the inaugural 12-attorney cohort was responsible for \$2.4 million in new revenue for the firm, accounting for an increase of \$1.2 million over their combined 2022 revenue. Of this figure, \$734,000 was from new clients, and the rest was from new work from existing clients.

"We are thrilled that Multilaw has recognized our business development team for their incredible efforts to generate exponential growth over the past year," said Jasmine Trillos-Decarie, Lathrop GPM's Chief Client Officer. "GrowthPlay has been a wonderful partner in training our attorneys on team leadership and the business of law. The results we have seen are a testament to our firm's dedication to professional development and excellent client service."

The firm saw a dramatic increase in cross-office and cross-practice collaboration, as well as an increase in the participants' interactions with the firm's Pricing and Legal Project Management teams. Lathrop GPM extended the program to a second cohort of 15 attorneys in January 2024. The initiative was previously awarded the 2024 William J. Flannery Sales Team of the Year Award by the Legal Sales and Service Organization, the leading legal industry organization dedicated to sales, business development and client service. BTI Consulting Group, a leading legal research company, also recognized Lathrop GPM as a top law firm for "attorney business development enthusiasm" in 2024. Multilaw is a global network of law firms with 300 offices in over 100 countries focused on international opportunities amongst its members. The Multilaw Awards celebrate the exceptional achievements of member firms over the previous year.

About Lathrop GPM LLP

Lathrop GPM is a full-service, Am Law 200 law firm with more than 360 attorneys and other legal professionals in 14 offices. Meeting the legal needs of businesses, organizations and high-net worth individuals, our attorneys provide a full



spectrum of corporate legal services: corporate, tax and business transactions, labor, employment and franchise law, litigation, intellectual property, private client services, real estate, and trusts and estates. We help clients grow and succeed, anticipate trends, plan for challenges and bring their visions to life. Clients recognize Lathrop GPM for our commitment to client service, legal project management and innovative pricing capabilities. A Multilaw and Employment Law Alliance affiliate, we have the resources of more than 90 independent law firms in 100 countries worldwide. For more information, visit www.lathropgpm.com.