

How to Choose An Agency Partner

This document is designed to help law firms evaluate agencies to determine whether they could be a strategic partner to support the long-term business goals of your firm.

- ☐ Does the agency understand our business and objectives?
- ☐ Can the agency demonstrate relevant experience in our industry or experience that is transferable?
- ☐ Is the agency proactive and responsive?
- ☐ Will we have access to the best knowledge experts in the industry?
- ☐ Does the agency have a track record of success?
- ☐ How does the agency present itself (both online and in person)?
- ☐ Can the agency garner the respect required to engage key stakeholders and move deliverables forward?
- ☐ Is the agency responsive to our questions (online query, RFP, interview questions)?
- ☐ Does the agency culture match that of our firm?
- ☐ Does the agency employ an analytical and strategic process to successfully meet our goals and objectives?
- ☐ Is the agency a recognized thought leader?
- ☐ Does the agency provide added value beyond the engagement?
- ☐ Does the agency clearly define its processes and do those processes work for us?
- ☐ Does the agency and its leadership lead by example and practice what they preach?