



#NALP ANNUAL

ANNUAL EDUCATION CONFERENCE
— April 18 – 22, 2017 —
SAN FRANCISCO, CA

Learn How a “Best Place to Work” Attracts, Retains, and Engages Its Talent

Five Characteristics of People-Centric Businesses

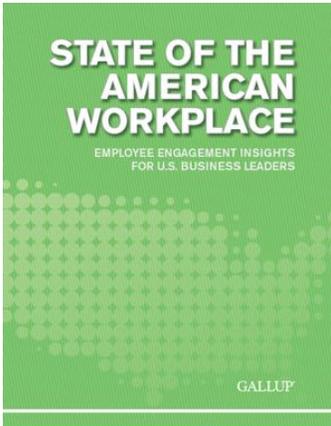
Rebecca P. Simon, Director of Recruiting, Baker Donelson
Joshua Aversa, Market Strategy Director, Ultimate Software

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People first.

nalp We advance law careers

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STATE OF THE AMERICAN WORKPLACE
EMPLOYEE ENGAGEMENT INSIGHTS
FOR U.S. BUSINESS LEADERS
GALLUP

86%
Looking

70%
“Checked out”

50%
Millennials

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STATE OF THE AMERICAN WORKPLACE
EMPLOYEE ENGAGEMENT INSIGHTS
FOR U.S. BUSINESS LEADERS

86%
Looking

70%

TO WIN CUSTOMERS
— and a bigger share of the marketplace —
companies must first win the hearts and minds
of their employees.

GALLUP

Millennials

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“Best Companies” Outperform

Comparative Annualized Stock Market Returns – 1997 to 2014

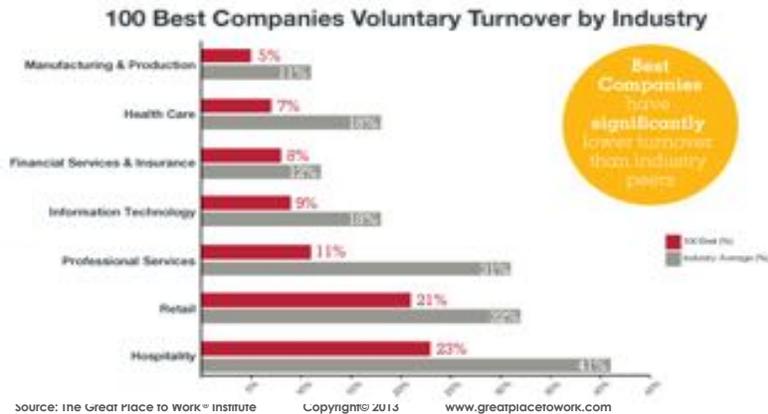
Group	Annualized Return
FORTUNE® 100 Best Companies to Work For®	11.07%
Russell 3000	6.76%
S&P 500	6.48%

Best companies perform more than 2x better than the general Market

Source: Russell Investment Group, Copyright© 2015 The Great Place to Work® Institute, www.greatplacetowork.com

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Lower than Average Turnover



Cost of Not Becoming a Better Place to Work

- \$250,000** Cost to recruit one 1st year associate
- \$400,000** Cost to firm when associate leaves
- 17%** annual attorney attrition rate for law firms
- 46%** entry-level associates leave law firm within 3 years
- 81%** entry-level associates leave law firm within 5 years

Source: <http://overflowlegalnetwork.com/law-firms-cost-hiring-attrition/>

Eternal Ratings Can Drive & Keep Candidates, Your Site Just Informs

How do you pick your movies and choose to spend 2 hours of time?



VS



Why wouldn't a candidate/employee want to use the same thinking for choosing how to spend multiple years working?

Survey Results

How Our Employees Ranked us in Key Categories



Source: © 2015 Great Place to Work® Guides LLC dba Great Rated™. <http://us.greatrated.com/ultimate-software> & <http://reviews.greatplacetowork.com/baker-donelson>

'People First'

“ Architects of visionary companies don't just trust in good intentions or 'values statements;' they build **cult-like cultures** around their core ideologies. ”

- Jim Collins, **Good to Great**

What is a Great Workplace?

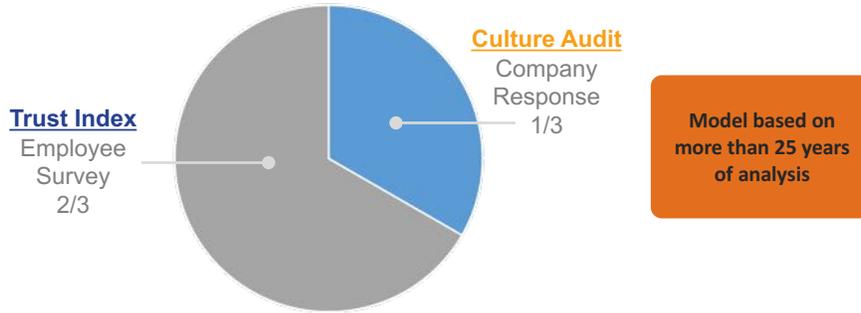
“ A great place to work is one in which you **trust** the people you work for, **have pride** in what you do, and **enjoy** the people you work with. ”

- Robert Levering, Co-Founder, **Great Place to Work**

Source: The Great Place to Work® Institute, Copyright© 2013, www.greatplacetowork.com

Making the List: Eligibility and Scoring

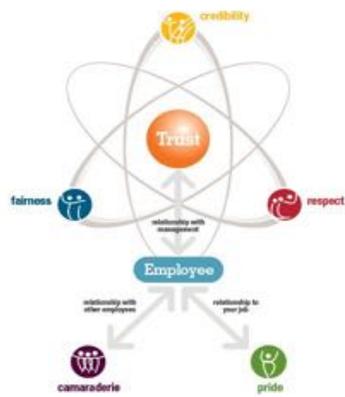
Five or more years old; 1,000+ U.S. employees



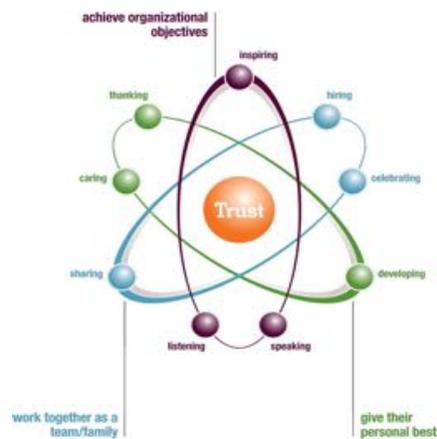
Source: The Great Place to Work® Institute, Copyright© 2015, www.greatplacetowork.com

What is a Great Workplace?

Employee View



Manager View



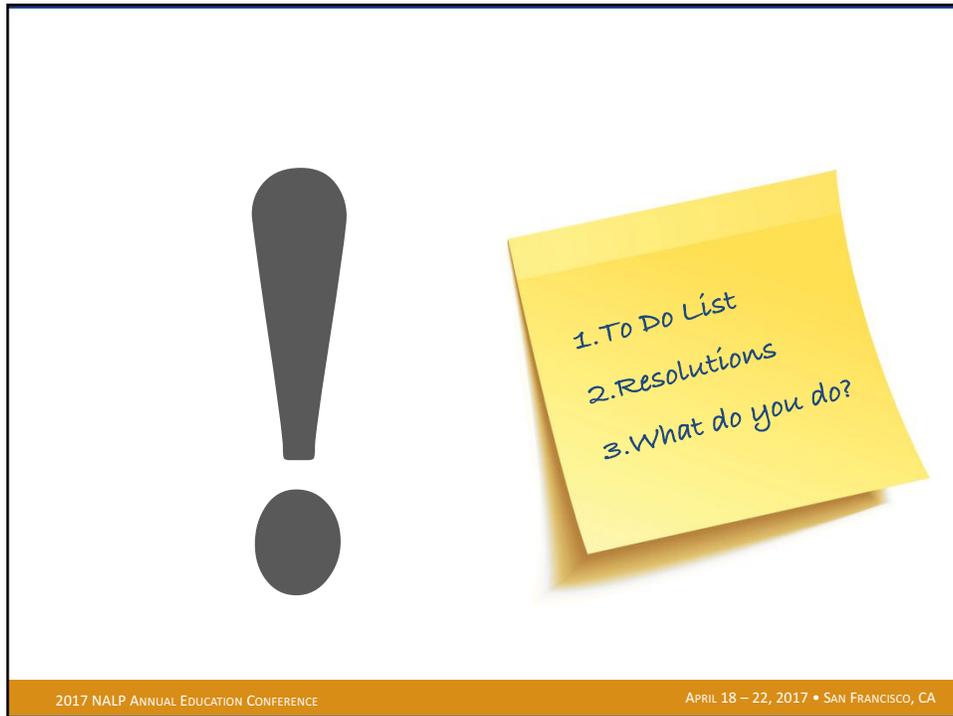
Source: The Great Place to Work® Institute, Copyright© 2013, www.greatplacetowork.com

“ **This isn’t Harvard Grad stuff.** If you treat consumers with respect and treat employees with respect, good things are going to happen to you. ”

- Craig Jelinek, **Costco** CEO

Great Workplaces:
How They Do It





“ There are two things people want more than sex and money: recognition and praise. ”

- Cosmetics entrepreneur **Mark Kay Ash**

FORTUNE



NetApp Vice Chairman Tom Mendoza asks managers to notify him when they "**catch someone doing something right**," and then calls 10 to 20 employees every day to thank them.

Photo: © iStock.com/Chris Wedel
In addition to their vacation time, employees can borrow up to 40 hours against future accruals of time off to extend a break from work.

Source: "Fortune 100 Best Companies to Work For," 2015 List <http://fortune.com/best-companies/>

A Culture of Gratitude and Appreciation



- CEO hand selects Sales MVP gifts / Hand Writes Thank You Notes w/in 15 min
- Hats!
- Parental Leave/Adoption
- Parties and Celebration
- First Time UltiFamily Homeowner's House Code



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A Culture of Gratitude and Appreciation



- CEO Quarterly Gratitude
- MVP Awards – 2 Tickets Anywhere
- Spot Bonus, Hero Awards, All Star
- Team Trips w/Family



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A Culture of Gratitude and Appreciation

Job well done!

ELIZABETH MCKEE
THANK YOU!

YOU ALWAYS ARE GOING ABOVE AND BEYOND!
YOUR INNOVATIVE IDEA AT TODAY'S MEETING
WILL SAVE THE FIRM MONEY AND TIME!

FROM:
KERRY BLATTERY

Quintin Burford - Rookie of the Year Award

"ALL YOU NEED IS LOVE"

LOVE: 8 HOURS OF PAID TIME OFF TO VOLUNTEER

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A Culture of Gratitude and Appreciation



Personal from left to right: Kristine Roberts, Angie Davis, Blair Dams

"Angie is widely recognized as a leader in her field and provides exceptional service to her clients, all while managing the demands of being a single mother with two very active boys," said Christy Toshi Crider. "Whether she's addressing client concerns with her usual calm, take-charge approach or handling business from the soccer sidelines, basketball court bleachers and football field, she is a true example of what it means to have a work-life balance."



FORTUNE MAGAZINE'S
100 BEST COMPANIES
TO WORK FOR
EIGHT YEARS IN A ROW



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4. SAS Institute PRIVATE

“It’s not just about the perks and the benefits, **you have to look at the entire value proposition.**”

— Jennifer Mann, VP of Human Resources, SAS - #1 Best Company in 2010 & 2011

Company: A team of 500 employees from work sites across the country... they are direct employees of SAS, not contractors. As such, they enjoy generous benefits, everything from onsite childcare, health and fitness centers, a pharmacy, and subsidized meals.

Source: “Fortune 100 Best Companies to Work For,” 2015 List <http://fortune.com/best-companies/>

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A Culture of Caring and Respect

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cares



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Compensation & Benefits

0

35%

100%

Healthcare
premiums

401(k)
match

Employees
granted equity

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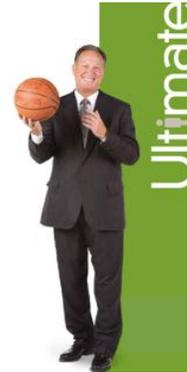
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A Culture Of Caring and Respect

#1 BENEFIT AT
ULTIMATE:
OUR LEADERSHIP
CARES ABOUT US.

“
THE TRUE MEASURE
OF A COMPANY IS
HOW THEY TREAT
THEIR LOWEST PAID
EMPLOYEE.”

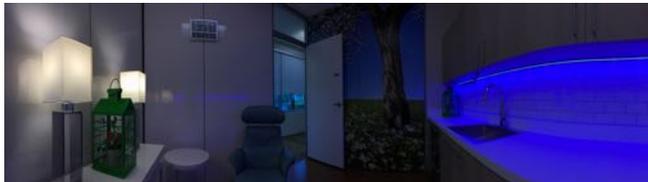


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A Culture Of Caring and Respect



- Work life balance & Supporting child extra curricular activities
- Game rooms with pool and air hockey
- Exercise machines
- Massage/meditation/ yoga/health & nutrition

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1. Google 8000, 0.3%

Google employees are encouraged to spend **up to 20 percent of their work week** to pursue projects of personal interest and passion.

baby bonding time. Google also provides \$500 of "Baby Bonding Bucks" to all new parents to use during the first three months of their child's life.

Source: "Fortune 100 Best Companies to Work For," 2015 List <http://fortune.com/best-companies/>

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A Culture of Engagement: Innovation

SOME LEAD BY STEPPING
OUT OF THE WAY.

Our CTO Adam Rogers leads a project called "48 Hours," a two-day period when our engineers can create any new functionality for our products that they want.

Many creative, cutting-edge new product features come from these 48 hours.



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A Culture of Engagement



- Team building events
- Community engagement – charity days
- LGBT Community
- Women In Leadership

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A Culture of Engagement

If you achieve certain health goals you will receive a \$500 health premium incentive.



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A Culture of Engagement



We ❤️ Our Baker Babies!



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A Culture of Authenticity and Putting People First



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A Culture of Authenticity and Putting People First



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A Culture of Authenticity and Putting People First



- We are people, friends and family first, co-workers second. Activities remind us of this.

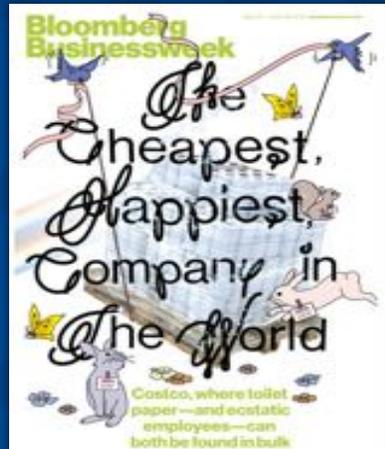
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A Heritage of Putting People First

Our CEO's Philosophy... from the Beginning



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Compensation: Competitive Salary

“**From day one**, we've run the company with the philosophy that if we pay better than average, provide a salary people can live on, have a positive environment and good benefits, we'll be able to hire better people, they'll stay longer and be more efficient.”

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86. Zappos.com AMZN -0.31%

Zappos.com CEO -Tony @zappos 5 May 11

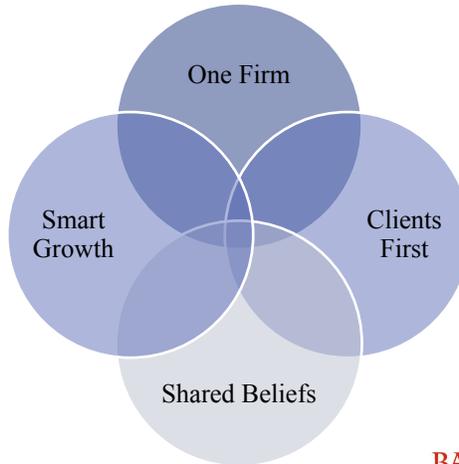
Livestreaming the Zappos Family quarterly all hands meeting 1-5 PM Pacific today! Tune in: <http://on.fb.me/allhandslive>

Expand

Source: "Fortune 100 Best Companies to Work For," 2015 List <http://fortune.com/best-companies/>

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A Culture of Trust



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A Culture of Trust

Daily Docket: Camaraderie.Communication.Connection

Monday, August 15, 2016

Week 400

Standard #8: We work seamlessly together as One Firm, respecting each person's role and contributions.



We are the self-proclaimed best docket group in the firm. We really enjoy each other's company and in addition to the official docket, we have interesting daily fun facts, this day in history and celebrity birthdays.

—Melissa Walton, Paralegal, Atlanta

We are currently doing a deep-dive into your feedback from employee surveys. Y'all have some GREAT ideas for helping the Firm continue to grow and be successful. Have you voiced them outside of an anonymous survey??? When you speak up with constructive feedback, the best that can happen is you invoke change that makes a difference! Raise your voice when you have something to say. It does not matter if you are CEO, attorney, secretary, runner, etc. -- your opinion matters.

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A Culture of Trust



- Part of the Family now
- “Do the right thing”
- Non-competes – people who WANT to be at the company
- Hire for culture fit/trust first



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A Culture of Trust



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Become an even Greater Workplace!



- Challenge: Find one example shared or one for each letter in G-R-E-A-T to try to put in practice this year.
- Remind Firm Leadership of the cost savings and business benefits to make the case
- If necessary, start small and limited to one department or location to see the benefits before full roll out

Questions?

BAKER DONELSON

Rebecca P. Simon
Director of Recruiting
Baker Donelson
205.244.3814
rsimon@bakerdonelson.com



Joshua Aversa
Market Strategy Director
Ultimate Software
484.431.5185
joshua_aversa@ultimatesoftware.com



Resources – To Learn More

White Paper:

<http://goo.g/PIDgQD>

Web sites:

- <http://fortune.com/best-companies/>
- <http://us.greatrated.com/ultimate-software>
- <http://www.ultimatesoftware.com/Ultimate-Company-Culture>
- <http://reviews.greatplacetowork.com/baker-donelson>

Books :

- *The Great Workplace: How to Build It, How to Keep It, and Why It Matters* - by Michael Burchell & Jennifer Robin
- *People People* - by Scott Christopher

Videos :

- *Simon Sinek: How great leaders inspire action - TEDx*
 - http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

Contact Information

Rebecca P. Simon
Director of Recruiting
Baker Donelson
205.244.3814
rsimon@bakerdonelson.com

Joshua Aversa
Market Strategy Director
Ultimate Software
484.431.5185
joshua_aversa@ultimatesoftware.com

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