



**NALP 2022  
ANNUAL  
EDUCATION  
CONFERENCE**  
New Orleans, Louisiana April 5–8

**TOMAYTO/TOMAHTO/TOMAITO:**  
Different approaches to coordinating  
career counseling and alumni relations

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## Introductions

### Cleary Gottlieb

- 17 offices in 12 countries
- 1,300 lawyers
- 3 U.S. offices
- Global alumni relations (est. 1986)
- Global career counseling



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### Latham

- 30 offices in 14 countries
- 3,000 lawyers
- 12 U.S. offices
- Global alumni relations (est. 2017)
- Global career counseling



### Hogan Lovells

- 47 offices in 24 countries
- 2,800 lawyers
- 12 U.S. offices
- Global alumni relations (est. 2016)
- U.S. career counseling with UK coming soon



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## Why is this work important?

- Recognition of changing career landscape
- Recruiting differentiator
- Morale
- Retention
- Firm loyalty
- Lifelong business relationships

## Our similarities

- Career counseling for current lawyers, alumni, and clients
  - All lawyers made aware of availability of resource
  - Long-term career planning
  - Outplacement
  - Retention
- Track job opportunities
- Relationship mapping
- Alumni return to the firm to speak
- Alumni website
- Referrals for mental health resources
- Outreach from alumni team upon departure notification

## Our differences

### Hogan Lovells

- Wholly independent
- Unaware of performance
- Firm career lawyer
- Participation all voluntary
- Current personnel and alumni have access to the job board

### Latham

- Mixed
- Aware of performance
- Both coaches are former lawyers (one former Latham associate)
- Participation voluntary and encouraged
- Current personnel and alumni have access to the job board

### Cleary Gottlieb

- Collaborate with internal teams
- Aware of performance
- Professional staff
- Participation voluntary and encouraged
- Senior lawyers and alumni have access to the job board



## Metrics and ROI

- # of advisees – current lawyers, alumni, clients, and friends of the firm
- # of counseling sessions
- Engagement with the job board
- Placements as a result of our job board
- # of leavers hired by alumni
- # of leavers hired by clients
- Business referrals
- Alumni impact on hiring and business development

# Q & A

## CONTACT INFORMATION

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