



**Game Theory & Lateral Recruiting:
How to Get Better Odds
of a Placement**

Scott Love, President,
The Attorney Search Group

NAIP 2022
ANNUAL
EDUCATION
CONFERENCE
New Orleans, Louisiana - April 5-6

1



Outcome: to help attendees find greater success in selling their firm to prospective attorneys.



2



Attendees from this session will learn:

- How to identify points of distinction that are attractive.
- How to interview prospective laterals
- How to improve internal processes
- How to identify connection points



3



4



5



6



7

Overview of game theory:

- Take action when variables align with a highly probable outcome that is favorable.
- Influence variables that are within your control to increase odds to your favor.



8

Principles and Premises that Govern Success in Recruiting

- You are in Sales
- Recruiting is an exercise of Nuanced Communication
- Recruiting is an exercise of Executing the Process



9

Problems and Pitfalls in Recruiting Efforts

- Focus is on the seller, not the customer.
- Lack of differentiation and distinction.
- Incorrect approach to selling “culture”.
- Lack of awareness in messaging and optics. Treat these meetings the same way you would with a prospective client.



10

Problems Resulting from Lack of Leadership Support

- Partners do not contribute as the ROI is not immediate.
- Partners do not understand the vision and purpose of all this recruiting nonsense.
- Staff are left working with a feeling of emptiness, eventually moving on.
- If a high-level staff runs point, they need to have authority to execute and build collaboration among the partnership. They need political capital. This can be borrowed by leaders but needs to be earned over time. Leaders must invest in giving political capital to high-level staff.



11

How to Sell Your Firm



12

Rosser Reeve

Unique Selling Proposition



13

Distinction: What attributes can your firm claim about itself that no other firm can claim?



14

Abraham Maslow's Hierarchy of Needs



Maslow's hierarchy of needs



15

Joseph Campbell and the Hero's Journey



16

PRINCIPLES OF INFLUENCE by Robert Cialdini, PhD

www.influenceatwork.com



17

CONTRAST



18

SCARCITY




19

SOCIAL PROOF




20

LIKING




21

Collect Stories for the Narrative

What problems do we solve in the life of an attorney?

- Survey your colleagues and break them down into categories:
 - Recent (two years or less)
 - Middle (two to ten years)
 - Lifers (ten or more years)
- What attributes would they give your firm?
- What stories can you compile together to accurately and authentically convey this narrative?



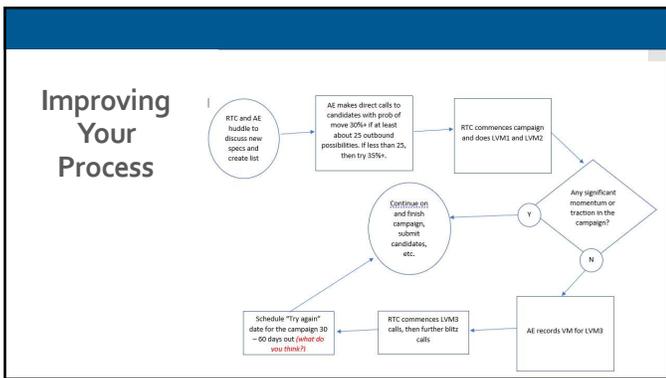
22

The Team

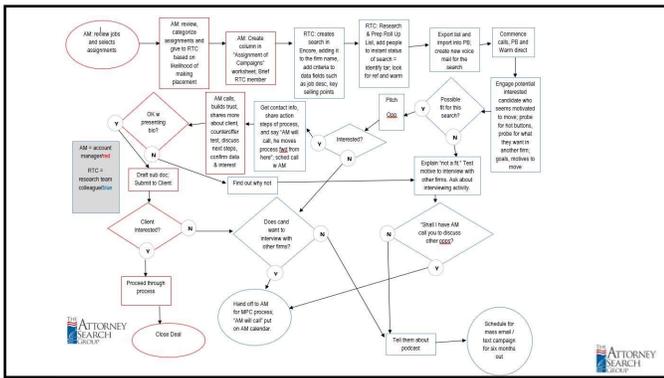
- Quarterback
- Leadership support
- Team Players
- Advocate
- Sponsor
- Connectors



23



24



25

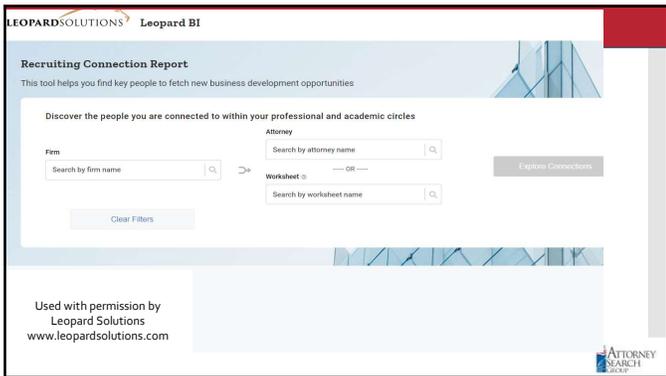
Connection Points

Who are those people your candidates already know in your firm?

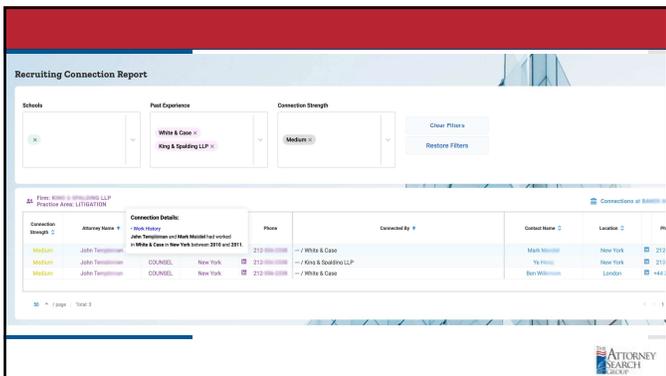
26

The screenshot shows the LEOPARDSOLUTIONS dashboard with a sidebar menu and a main content area. The sidebar includes: Dashboard, The Leopard List, Leopard InHouse, Leopard Job Search, FirmScope, Leopard III, Leopard Cub, Law Firm Profiles, Recruiter Directory, Hotspot News, and Administration. The main content area features several tools and reports: Alumni Tracker, Benchmarking Tool, Competitor Match Tool, Connection Reports (Attorney Connection Report, Firmwide Connection Report), Ongoing Connection Report, Firm Index Report, Merger and Acquisition Tool, and ROI Report.

27



28



29



30
