



Peter Brown, Membership Committee Chair and Executive Committee member, Globalaw

Interview with *Peter Brown*

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Long-term succession planning: is this part of your association's governance plan? Globalaw, a worldwide network of more than 110 independent law firms with over 4,500 lawyers in 165 cities, is reaching and engaging younger international member lawyers through its annual Globalaw Leadership Programme (GLP). Launched in 2012, the initiative was designed to inspire lawyers for future leadership in the network and the legal profession. Thanks to the GLP, Globalaw is able to recruit more lawyers to business initiatives, committees and other volunteer leadership positions in the organisation including the Board of Directors. Peter Brown, Membership Committee Chair, Globalaw shares with us the strategy, approach and successes.

MCI: What prompted Globalaw to launch an international leadership programme specifically for its younger members?

Peter Brown: Succession in leadership is a challenge – and an opportunity – for any organisation. We must think not only about the older generation of leaders in the network who are approaching retirement, but also whether we have leadership vigour through the entire generational spectrum.

Engaging younger members and nurturing them to take on leadership roles is vital for the network's continued success, not to mention each law firm's success. Globalaw identified an opportunity to engage younger lawyers through this unique leadership development programme.

MCI: What are the objectives of the GLP?

P. B.: Launched four years ago, the GLP is designed to be a springboard in a young lawyer's career and his/her journey with Globalaw. During the GLP, we educate the class about the network, its purpose, workings and how to become an active leader in the organisation. Once candidates have completed the course, we encourage them to join the GLP alumni, and eventually lead a business initiative (practice area groups which serve to develop business).

Being active in Globalaw allows lawyers to continue building their professional network and support their business development efforts. Activating and motivating younger leaders in this way allows us to achieve the network's goals and objectives,

providing a sustainable, long-term plan for the organisation.

MCI: How does it work?

P. B.: Participants meet face-to-face at Globalaw's regional and annual meetings, and via online sessions. Speakers are volunteer members and outside consultants. Each participant has two personal mentors, one being a senior partner at their firm and the other being a member of the programme's overseeing committee. Each participant receives recognition and a completion certificate at the annual Globalaw conference. Depending on the country, Continuing Legal Education (CLE) credits can be obtained. We have also developed a GLP alumni programme featuring an award for the GLP alumnus or alumna of the year to recognise outstanding participation and contribution to the network.

MCI: What do members get out of the programme?

P. B.: Through the GLP, lawyers are able to make connections with their global counterparts from fellow member firms, and foster stronger relationships thanks to meeting face-to-face at the start and end of the programme. This allows them to both boost their professional development and expand their professional network. They get access to international business knowledge, practical insights and valuable tools to develop their leadership skills.

The GLP also serves as a tool to recruit and retain lawyers for member law firms. The GLP allows firms to differentiate and better

position themselves as a truly global and progressive law firm.

MCI: How is the programme benefiting Globalaw?

P. B.: Since the GLP was launched, we have experienced greater member engagement through a cross-sectioning of junior and senior leaders. The programme has helped nurture a larger pool of volunteer leadership candidates, which is vital to the continuity of the organisation. Member satisfaction and retention has improved overall. Moreover, it is boosting conference attendance and the attendees' engagement experience.

MCI: You have been a key driver of the GLP? What are you most proud of in this successful achievement?

P. B.: Globalaw's Board now has a GLP alumna as an Advisory Director, all of our committees have between one and five GLP alumni as active contributors and GLP alumni now co-lead two of our network's business initiatives. Globalaw's Leadership Committee, which oversees the GLP, is comprised of all GLP alumni except a co-chair who is a Globalaw Executive Committee Member.

It is the Board's aim to continue to recruit and retain these younger lawyers for leadership positions to ensure the vitality and success of Globalaw. This includes the long-term goal to have 50% of the Board be comprised of GLP alumni. We're on the right path. ■

Insider's view

MCI: Can you describe MCI's scope of services for Globalaw and your role?

Angela Meurer: MCI carries out a full range of services for Globalaw including management of their Board and committees, membership, marketing and communications, finances and conferences. We have been their global headquarters since 2004.

I serve as Globalaw's Executive Director, working with the organisation since 2007.

MCI: Who do you work with at Globalaw?

A.M.: I am in daily contact with Globalaw's Executive Committee (Officers). Under the guidance of the volunteer leadership, I lead the MCI team to carry out Globalaw's programmes and activities and ensure that the goals and objectives set out in their business plan are achieved.

MCI: What gives you satisfaction in your job? What is your added value?

A.M.: The GLP is designed to inspire individuals to be leaders. Whether they are a newly practising or more seasoned lawyer, acquiring leadership skills is essential to their professional development and success. I am proud to support the Globalaw network and its member firms by helping them activate and engage their future leaders.

These leaders will be the driving force behind Globalaw's vision: to be recognised as a leading global network for providing its clients with excellent, personalised legal services.

MCI: Has any member shared their experience with you?

P.B.: One member in Hong Kong shared with us that the GLP has helped her blossom in her profession and also opened up opportunities

within Globalaw, which I think says it all.

Another GLP alumni from Germany shared that every day he aims to apply what he learned about business development from the Globalaw Leadership Programme sessions. What else can I add to that? ■

Angela Meurer,
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