

LAW FIRM RESEARCH GUIDE

FIRM NAME

KEY OFFICES

1. KEY PRACTICE AREAS

2. RECENT MATTERS

3. FIRM STRATEGY

4. FIRM CULTURE

5. FIRM VALUES

6. TRAINEES' ATTRIBUTES

7. INSIDER INSIGHTS

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NOTES ON FILLING OUT THE GUIDE

SECTION 1

Head over to the **Chambers** and **Legal 500** websites, and search the firm by jurisdiction (usually, I use the "UK" and "Global" guides) to see the firm's practice area rankings. Make a note of any **top tier/Band 1** practice areas, and any other non-tier 1 practice areas of **interest to you**. You can make a note of the noteworthy **partners**, too.

SECTION 2

Search for some of the firm's recent deals and cases, using its **website**, **LinkedIn**, **The Lawyer** and a good old fashioned **Google** search! Note down any key matters of **interest to you**, for example because it involves a sector, client or practice area which you're passionate about/which you'd like to learn more about.

SECTION 3

Research the firm's strategy using its website, Google, and the legal press. Key elements could include: its **focus**; its **position in the market** (what is it known for?); plans for **global** expansion; the **size** of the firm, and its **trainee cohort**; the **history** of the development of the firm; **pro bono & CSR**; and **inclusion** and diversity.

SECTION 4

Using the firm's **website**, **Chambers' Student True Picture** profile (if available for the firm) and the **legal press** (Legal Cheek, Roll on Friday, The Lawyer, etc.), make some notes on what you can glean about the firm's culture. Once you've completed Section 7, come back and add any more useful insider info on the firm's culture.

SECTION 5

Go to the **firm's website**. What are the firm's key values? (These are normally in an 'About' page, or similar.) Do these values resonate with you and do they **align** with your own values? Can you think of specific **examples** of when you might have demonstrated them?

SECTION 6

Go to the **Graduate/Trainee** section of the firm's website. What does the firm say about its expectations of trainees? Make a note of any **core competencies**, so you can think of relevant **examples** of when you've displayed them. Work these examples into your application (and hopefully, interview!).

SECTION 7

I can't stress enough **how important** it is to speak to people from the firm! Reach out to trainees on **LinkedIn**, attend **Open Days/networking** events, and make copious notes of what's said by the lawyers you speak to. Use this space to summarise your key **impressions**. The idea is that the results of this section will **supplement** the others, too.