

Corporate Counsel Job Satisfaction and Expectations for the Role and the Future

May 2022



Michael B. Rynowecer, President of BTI

aka: The Mad Clientist



 Pron: RYE – KNOW – WES – SER, RHINO – WES – ERH

 Founded BTI in 1989

 Conceived, designed, and conducted more than 20,000 in-depth interviews with top decision makers who hire and manage law firms

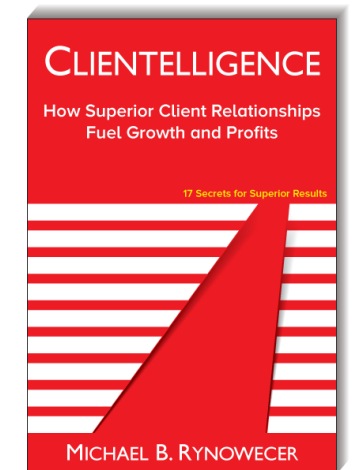
 Conducting client feedback and counsel for 30 years

 BSBA, *Syracuse University*
MBA, *Babson College*

 10 years at PwC, Practice Leader

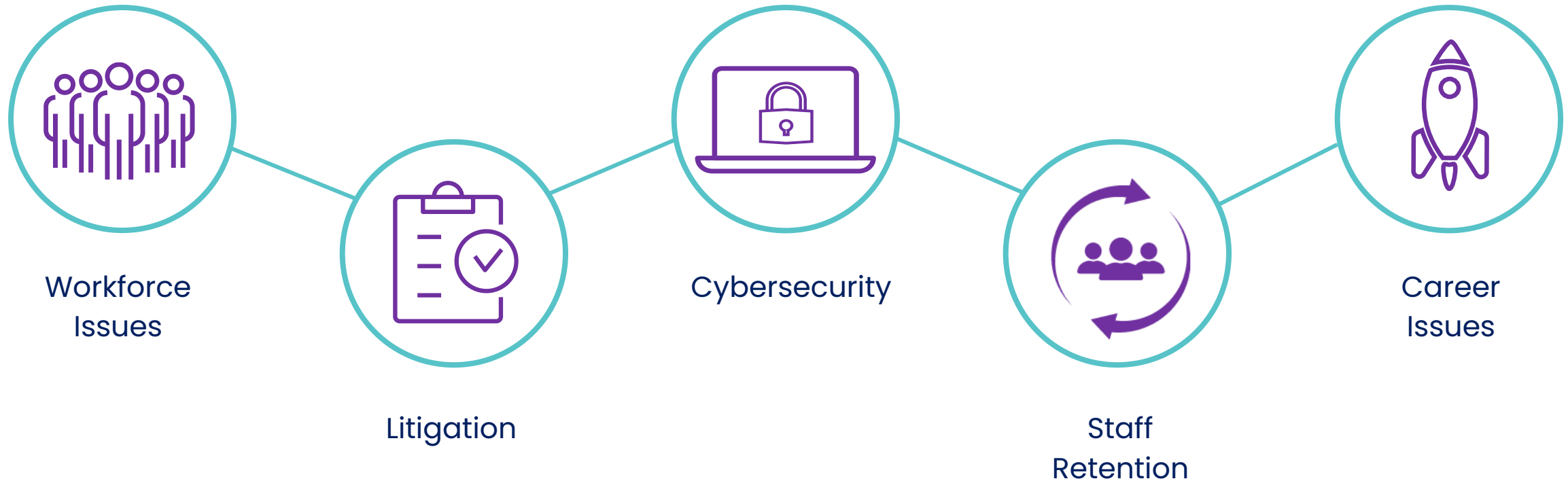
 Blogs at [The Mad Clientist](https://www.themadclientist.com) at bticonsulting.com

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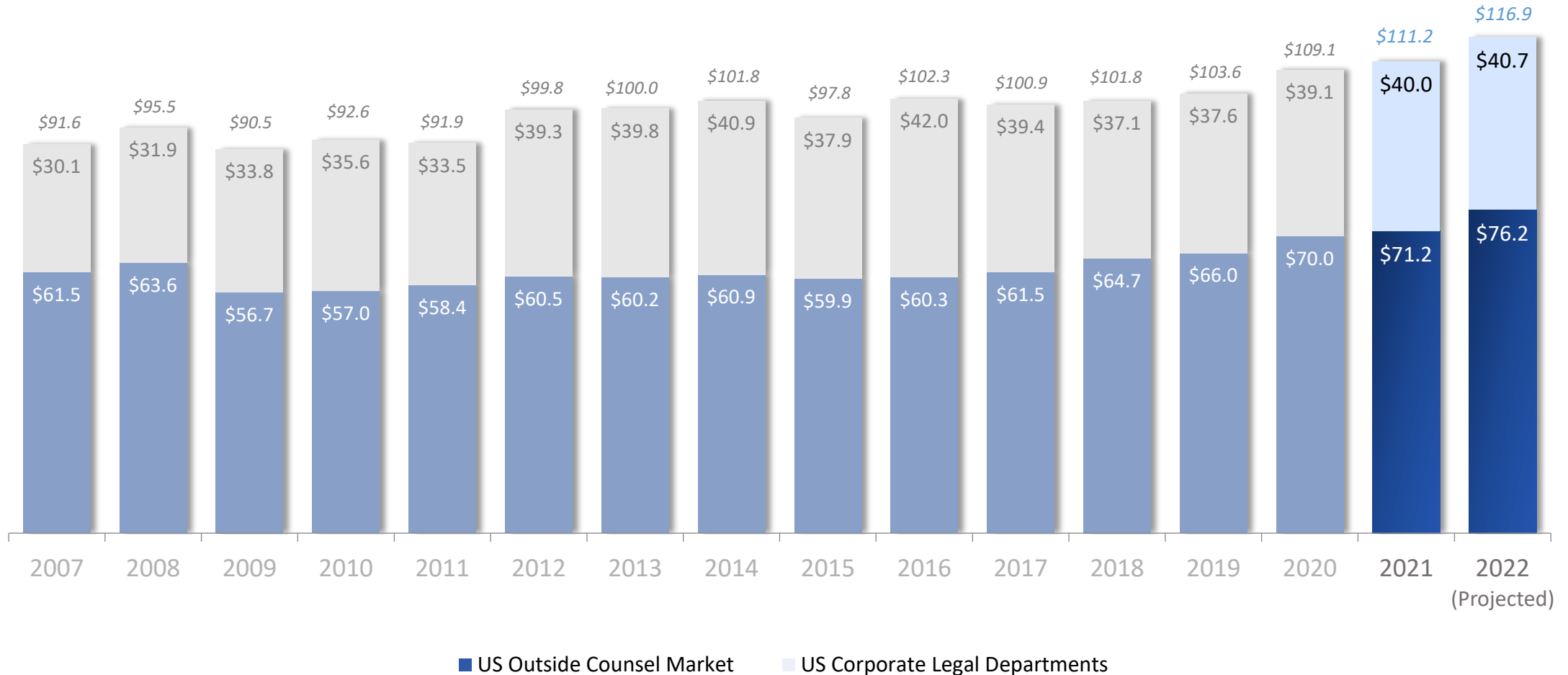
By Michael B. Rynowecer

Key Issues Facing Corporate Counsel



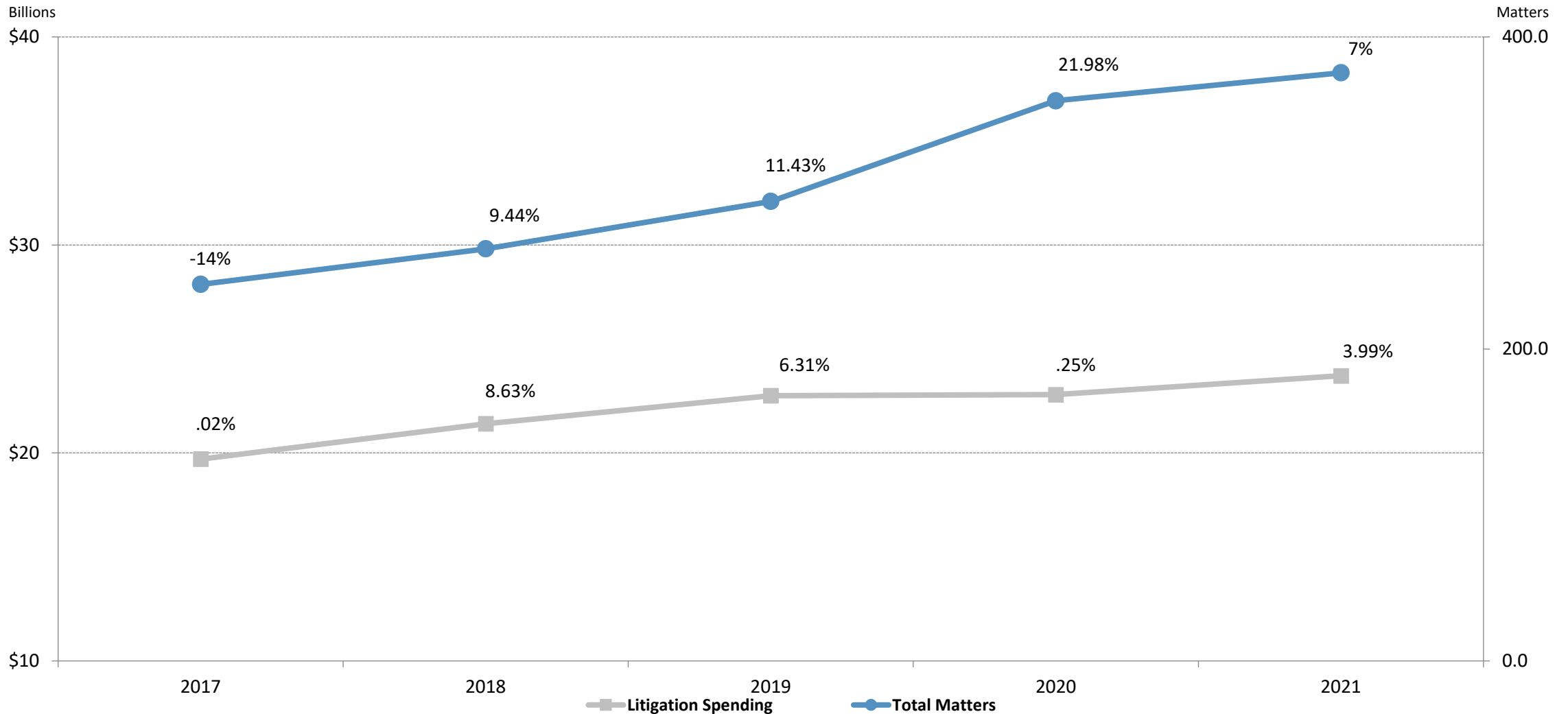
Outside Counsel Spending Heads Up While In-House Slows

Total Market for Legal Services (\$B)

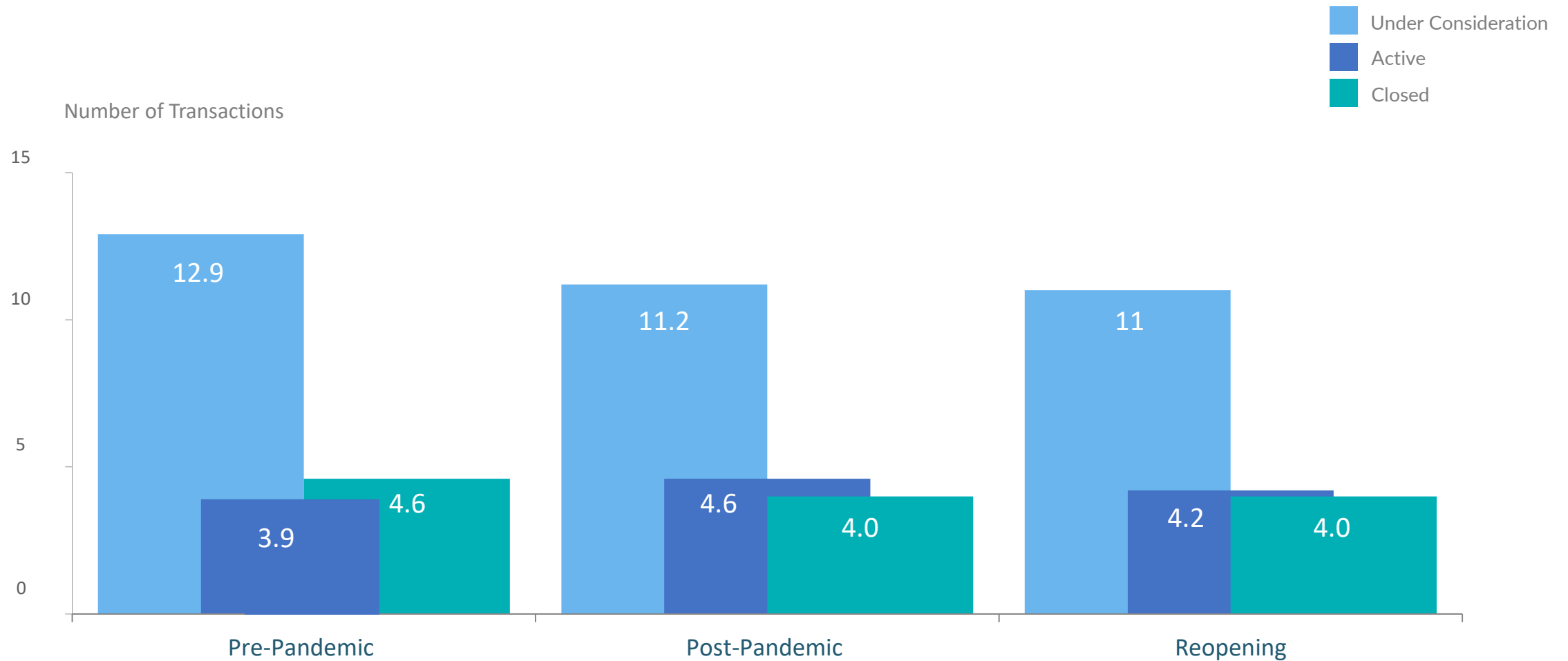


Litigation Matters Soar

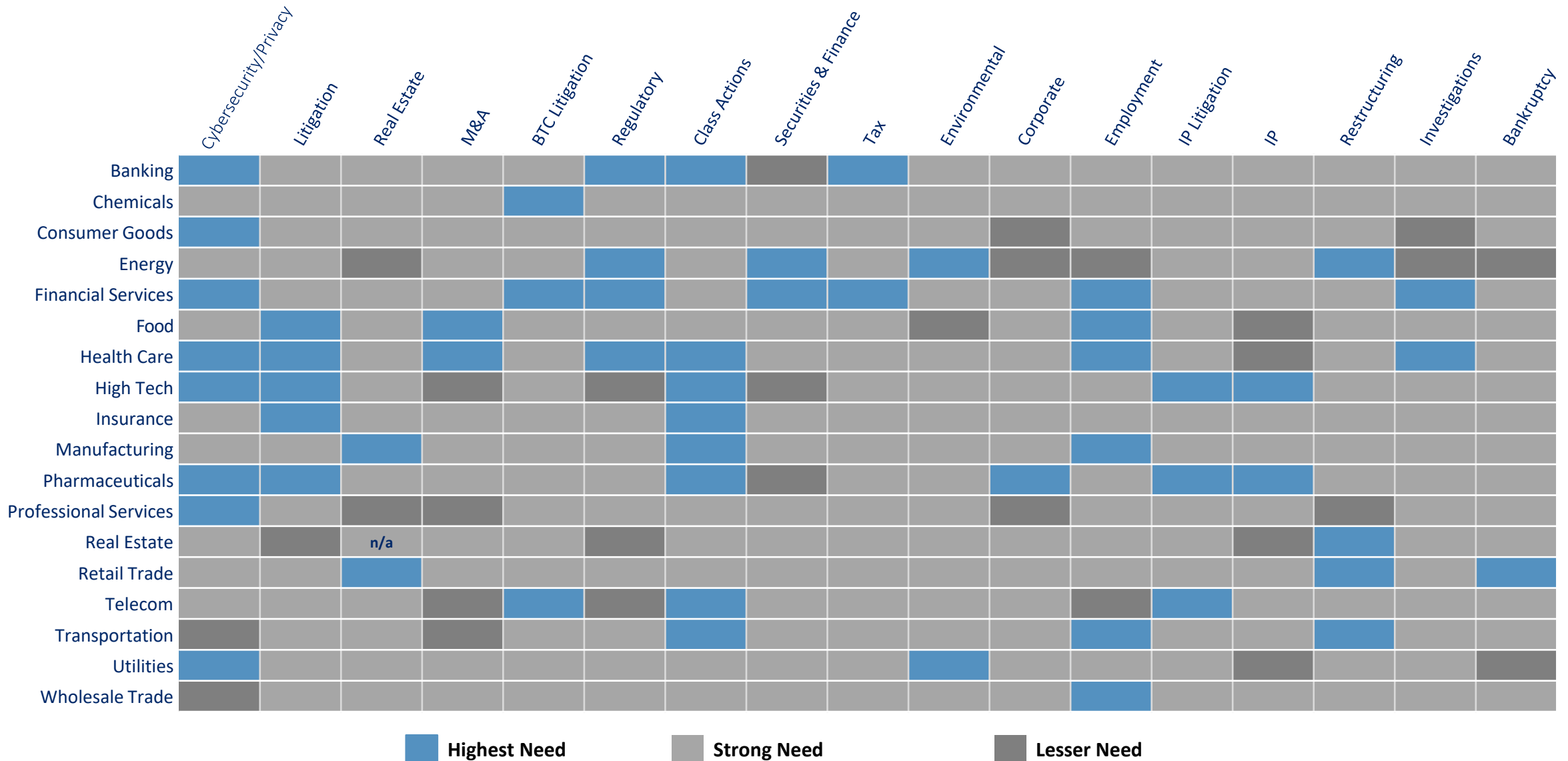
US Market for Litigation, by Spending and Number of Matters 2011–2021



Companies Consider Fewer Deals: Close Higher Percent of Deals



BTI's Industry Spending Matrix: Need by Industry and Area



Corporate Counsel Use at Least 35 Law Firms

Question: About how many outside law firms do you work with today?

Primary Law Firms



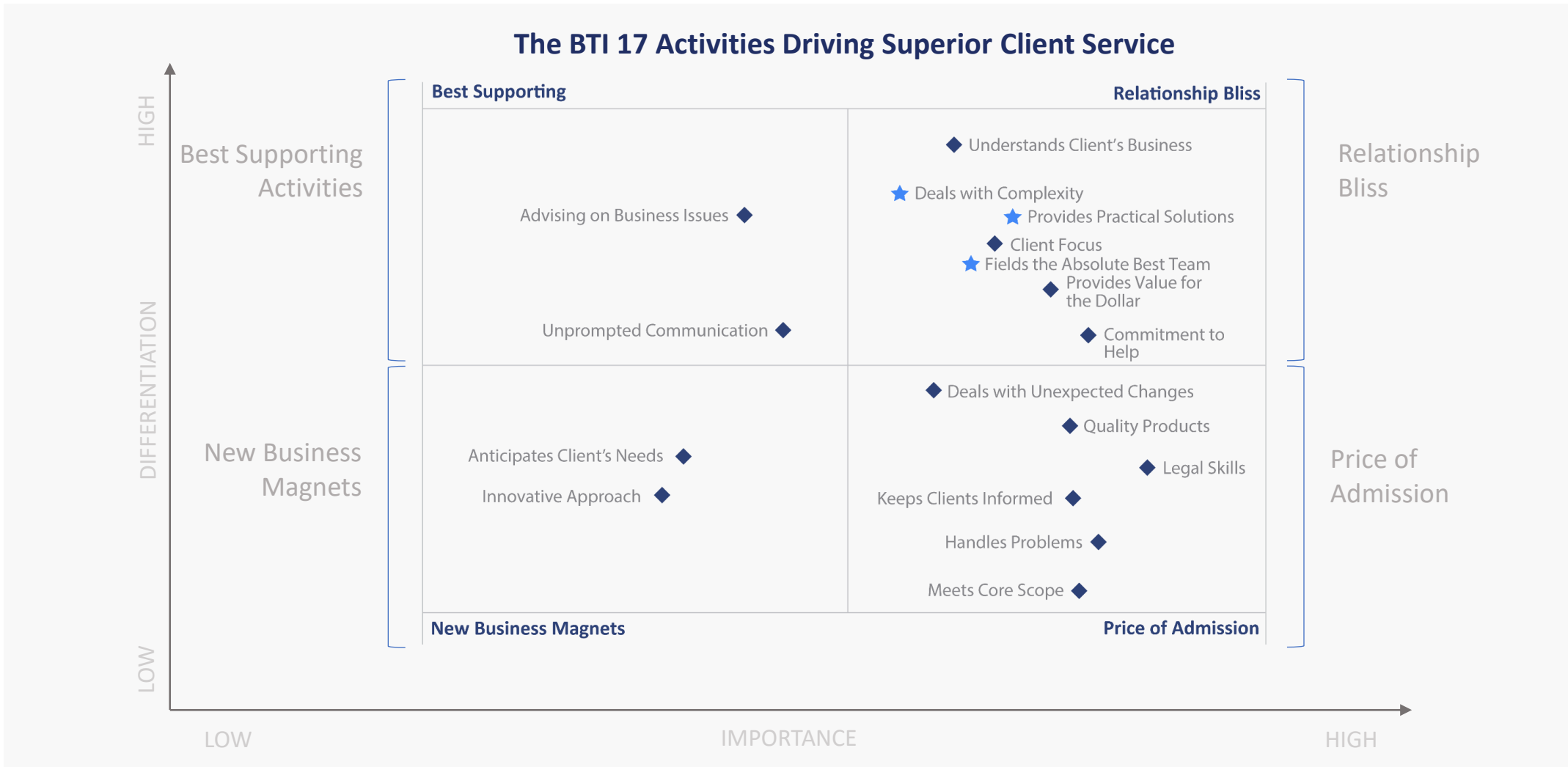
Secondary Firms



Other Firms

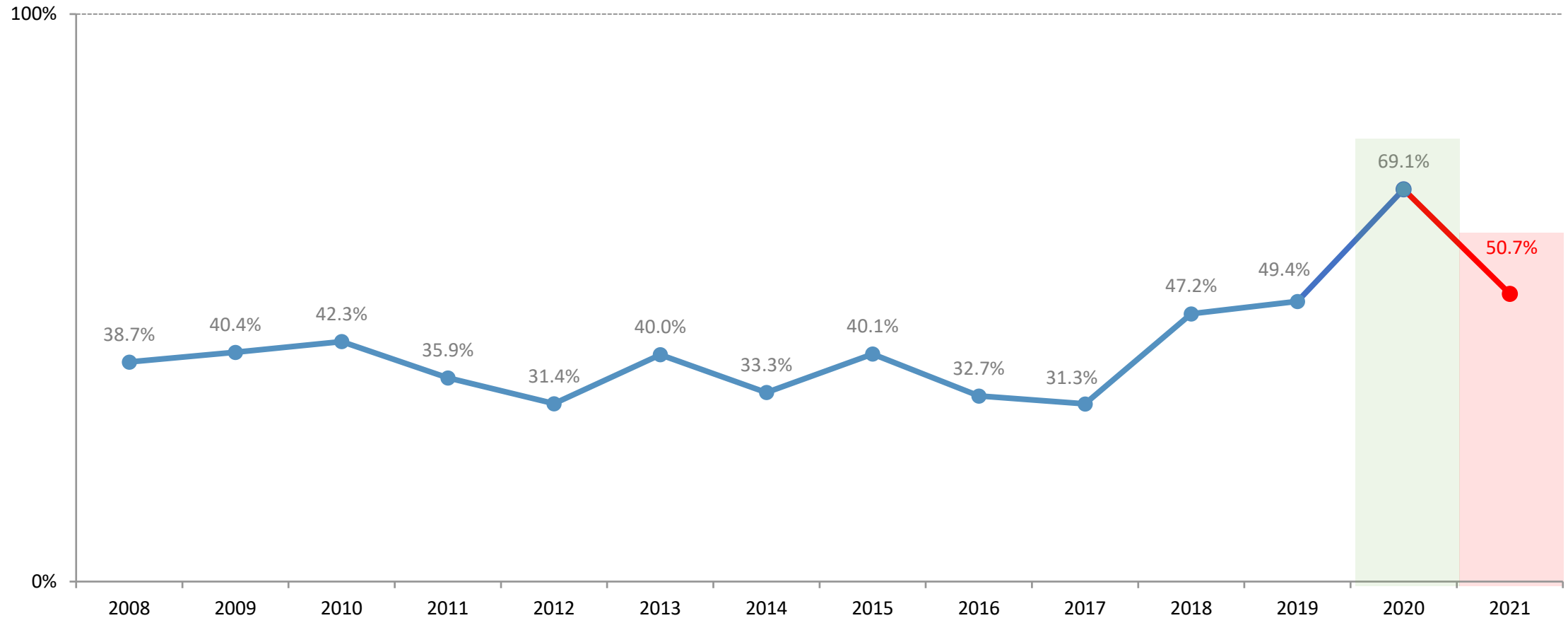


BTI's Client Service Drivers



Corporate Counsel Recommending Their Primary Law Firm

Clientopia Rate

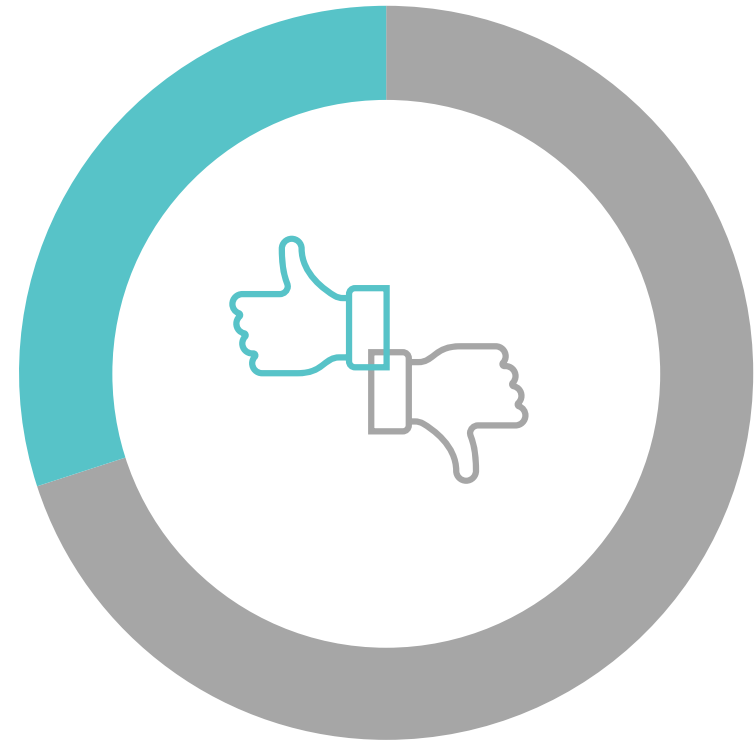


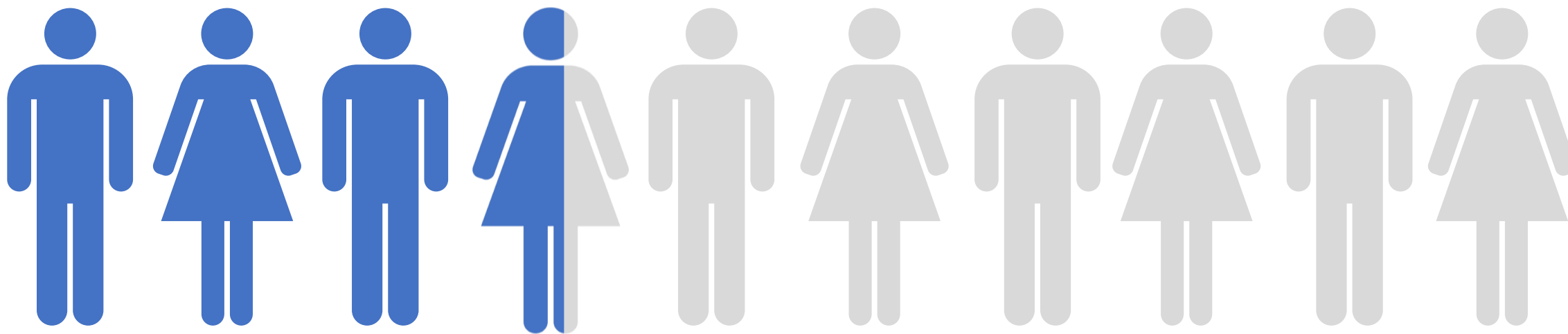
New Corporate Counsel Substantially Less Happy with Outside Counsel

0 - 2 Years in Current Role

3/10 PEOPLE Recommending

Corporate Counsel who have been in their roles for 2 years or less report they are less happy with Outside Counsel





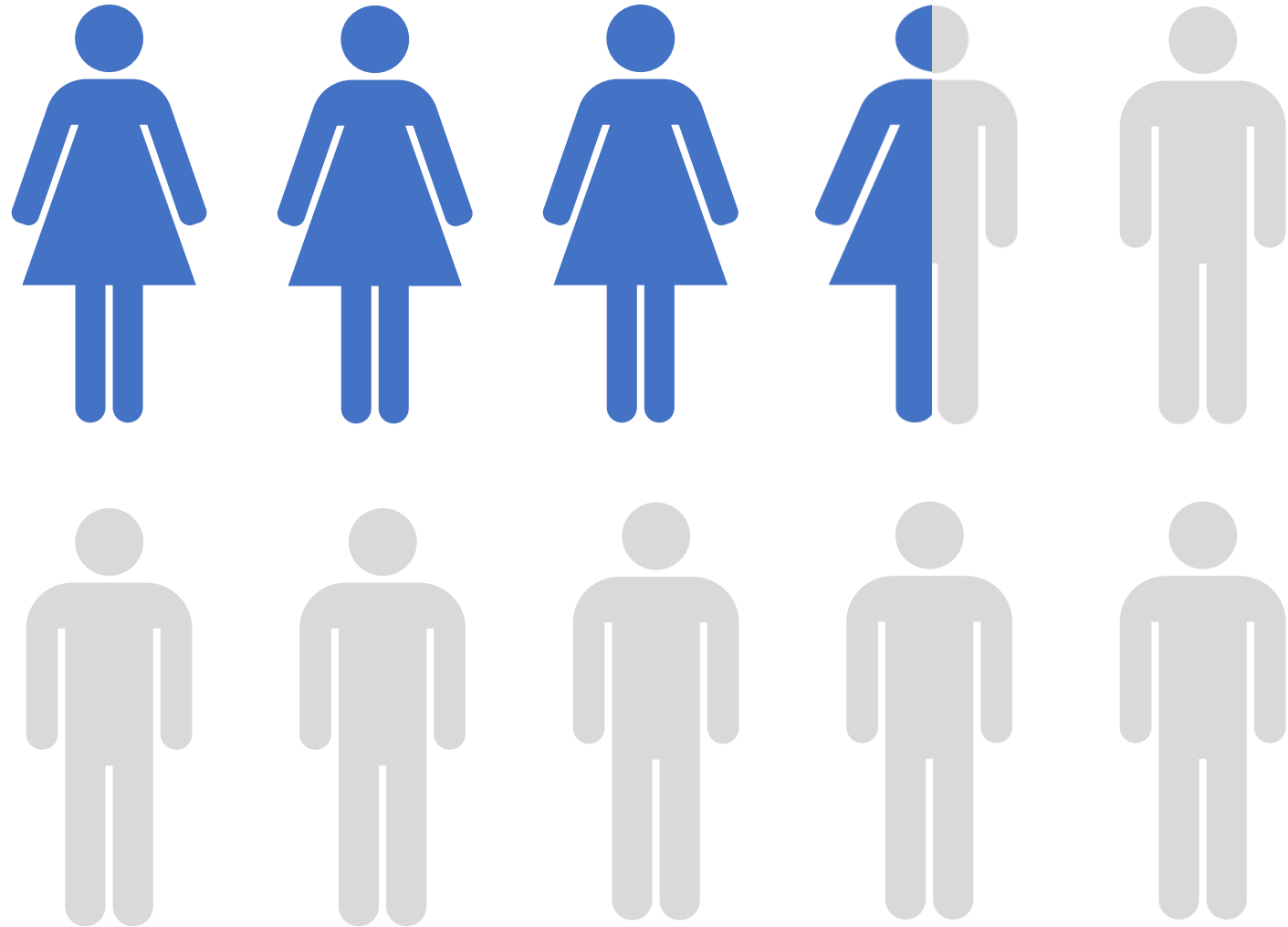
36% **new** to their current corporate counsel role

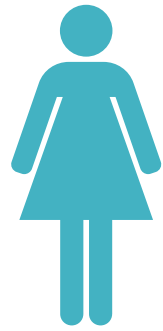
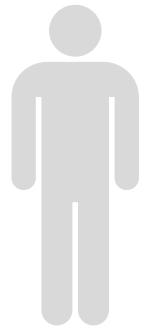
■ 34% women

■ 17 to 21 years experience

36%

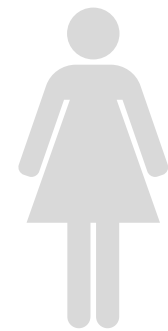
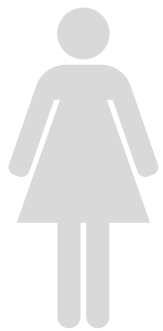
new to the role





40%

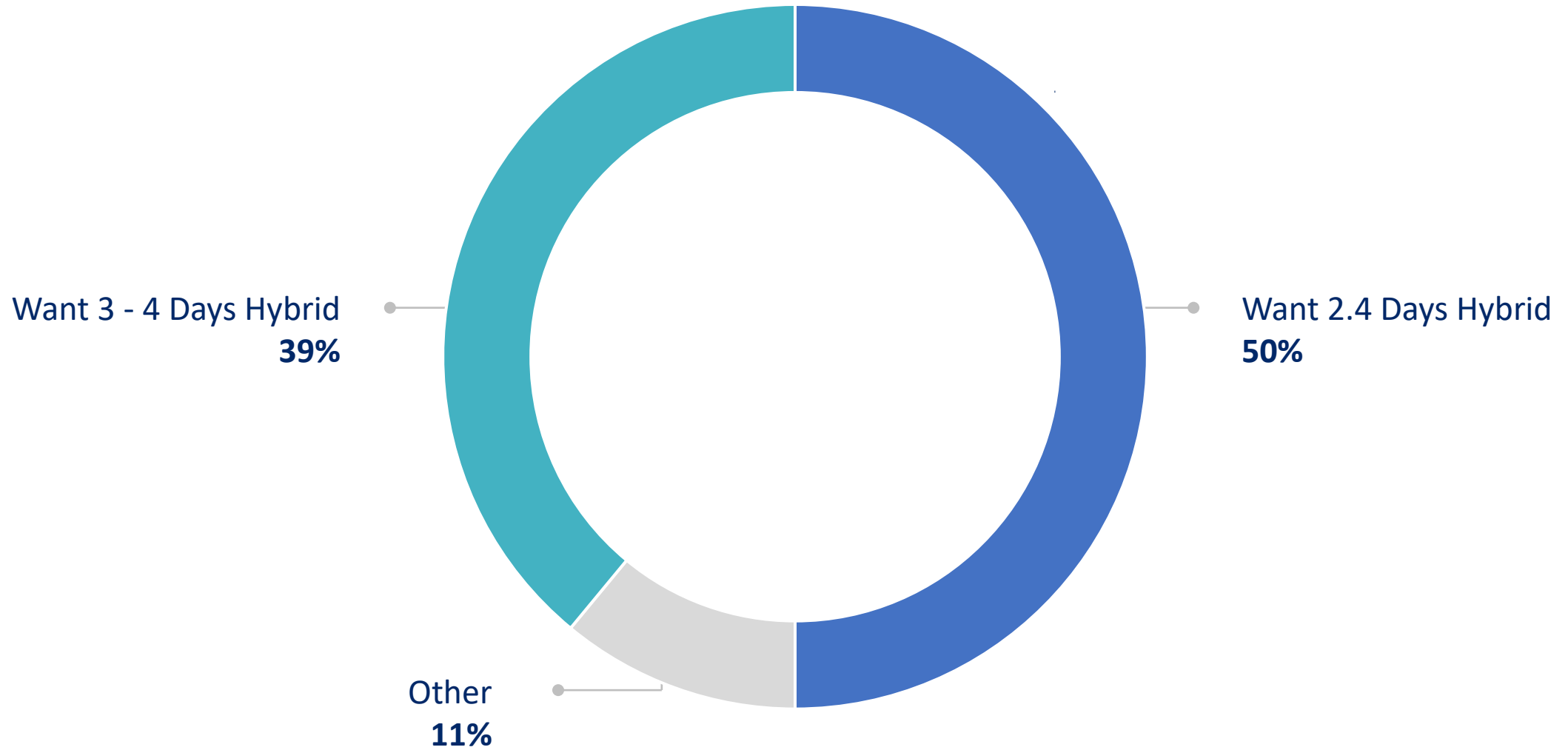
of corporate counsel are in their role for 3 to 5 years



24% of corporate counsel
have **5 years or more** tenure

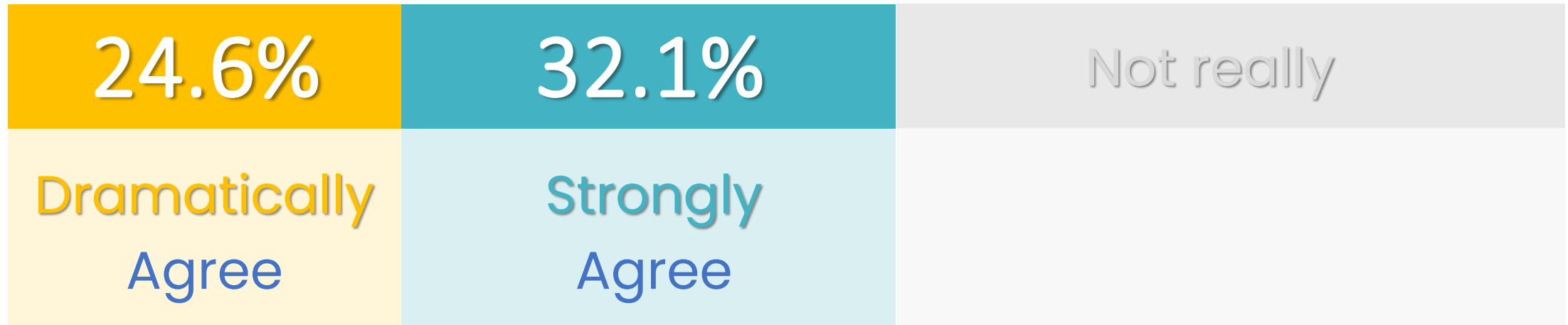


Hybrid Workplace



We asked corporate counsel:

Has the corporate counsel role become **even more important** now that the pandemic is 2 years old?





I'm optimistic about
my career



I'm optimistic about my career

42.5% Extremely

49.3% Strongly

I'm optimistic about my career

I'm optimistic about my career

Extremely 42.5% 

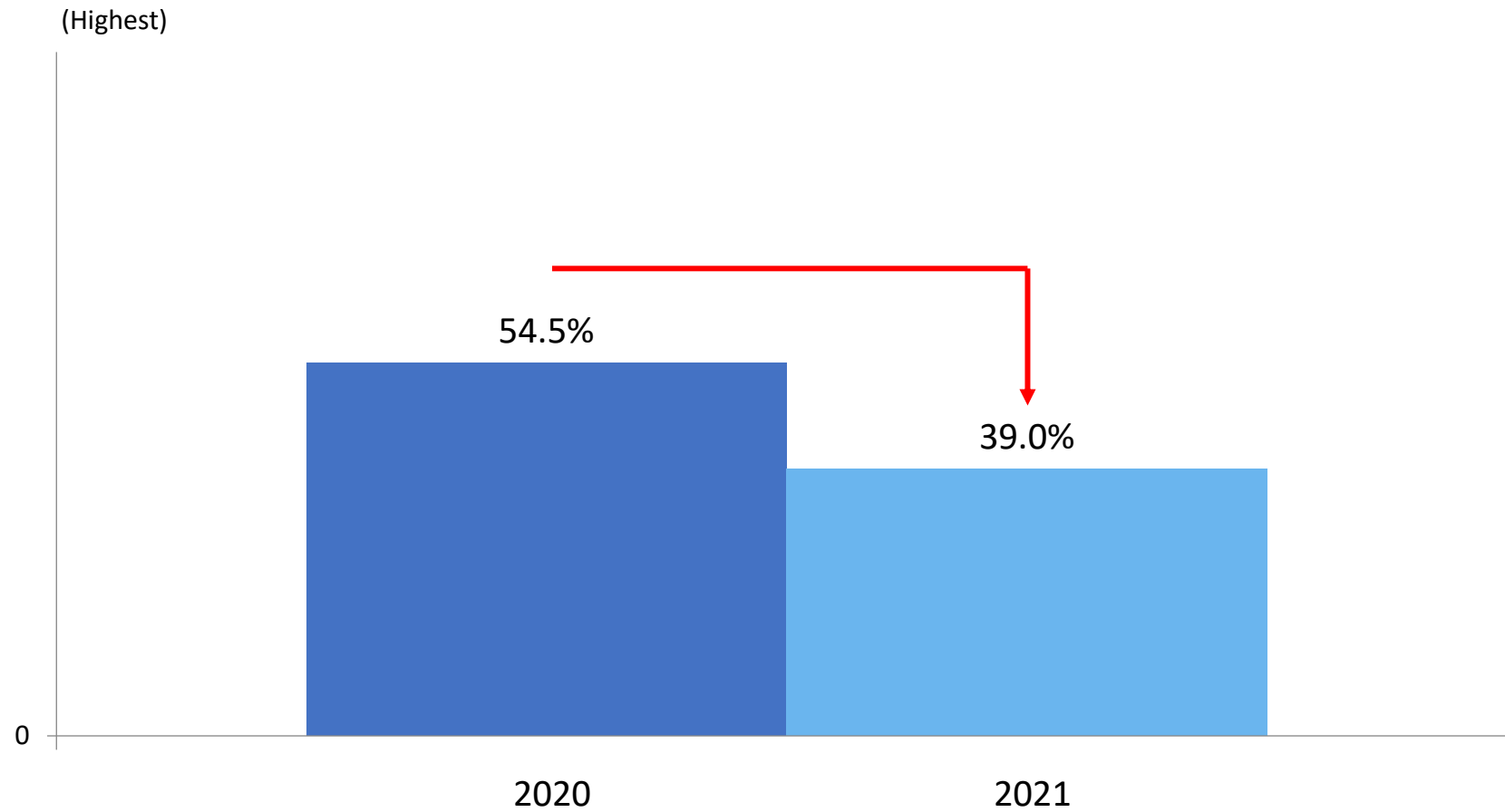
Strongly 49.3% 

I'm optimistic about my career at my current firm

32.3% Extremely 

51.1% Strongly 

Corporate Counsel with High Job Satisfaction



5

Reasons Why Job Satisfaction Plunged



Hybrid Work Conflict



Exhaustion



Elusive Opportunity



Peer Support Challenges



Never Ending Workstream

5 Tips for Corporate Counsel Success



Actively build relationships with business leaders



Develop idiosyncratic insight into the company and business



Know what others in your industry are doing



Set standards for law firms



Treat internal teams as clients and peers

Contact Us



Michael B. Rynowecer, President

Email: mrynowecer@bticonsulting.com

For questions, research inquiries, and information on BTI's programs and workshops, please contact us via email or by calling **+1 617 439 0333**.

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