

# The O Shaped RFP Halloween Hackathon



In association with

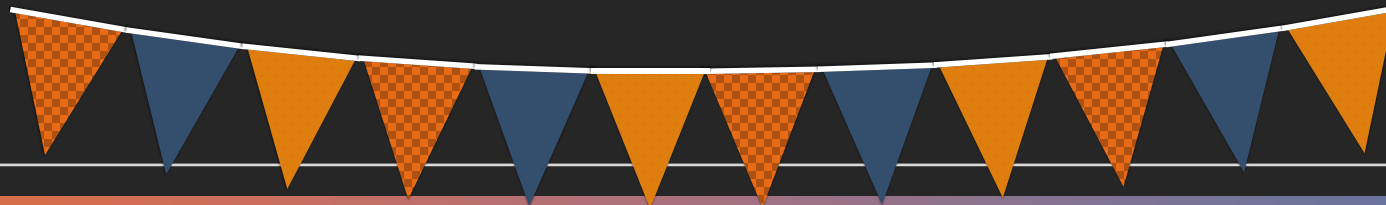


## The Killer Questions



# The Killer Questions – O Shaped Collaboration

- How will you facilitate relationship building between your firm and our business?
- How would you work with us to embed on a day-to-day basis an O Shaped approach to advising the business
- What should we ask in this RFP to give you the best chance of being successful and us the best chance of building a strong and lasting partnership.
- Where would you like to see our relationship in 3 years' time: what does heaven look like; what does hell look like?
- What will you do to really to get know and understand our business?
- Long term relationship and collaboration is important to us. How do you plan on building and or enhancing this during your time on our panel?
- If you had one suggestion to make our working relationship bring the most value to us both, what would it be?



# The Killer Questions – Innovation

- What do you need from us in order for you to deliver services more efficiently and cost effectively?
- How will investment in tech benefit us and you
- Provide 2 examples of how you have helped an in-house client to become more innovative?
- What is the biggest internal barrier within your law firm to delivering the most value to clients and what would you ask of us a client to help solve it?
- Please provide an example of when you've used a creative solution to solve a client's problem
- How will you demonstrate the value you add?



# The Killer Questions - Measuring Law Firms

- When was the last time you sought feedback from your own staff on your firm's culture and strategy? What trends did you identify?
- How do you action client feedback?
- What will it feel like for us and our colleagues working with your teams?
- In what way will we be better because you work with us (say in 2 years' time).
- Please provide an example of where you have actioned client feedback to improve the delivery of your legal services.
- How will you provide us with feedback so we can manage our relationship successfully?
- What is your understanding of our top 5 priorities?
- How do you measure the success of your own performance?#
- What do you think are the 3 most important qualities of a law firm supporting our business?
- Please provide customer satisfaction survey results for last 5 years, identify 5 top improvement areas, and continuous improvement initiatives to address.
- Over the course of the past year of working together, what have you provided to us that goes beyond delivering (just) legal work?



# The Killer Questions - ESG and DEI



Provide breakdown of DEI stats for the firm for all employees by seniority level

Tell me how you as a firm are contributing to having a more diverse and inclusive workforce and use data to support your answer.

Tell me why D&I is important to your firm and what measures have you put in place to achieve your D&I goals in the next 3 years?

How can we work together to drive DEIB? E.g. can we be part of [social mobility] [mentoring] initiative?



# The Killer Questions – Pricing

- I don't want to use an hourly rate - give me 3 ways to price that we can use?
- Explain how you make sure your fees meet the true value of services provided.
- Justify the cost of your services against the true value they provide? 100 words
- Avoiding the predictable hourly rate response, what innovative suggestions do you have around pricing work?
- What innovation can you demonstrate in your pricing model?



# The Killer Questions - Miscellaneous

- What question do you wish we had asked and didn't
- How would you define great service
- What will differentiate your submission from any of the others we receive?
- How should an in-house legal community drive value, from its external lawyers?
- How will you make me and my team look good?
- What is your timeline?
- What are your key problems?
- What is your USP (beyond credentials, team and pricing)?

