

MAJOR,  
LINDSEY &  
AFRICA

# Ten Questions You Should Ask Yourself Before Choosing A Practice Area

# What Do You Like to Deal With?

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- ✓ People
- ✓ Things
- ✓ Ideas
- ✓ Money/Business

# What Do You Like to Deal With?

## ✓ People

- Employment
- Entertainment – Talent side
- Executive Compensation
- Family
- Immigration
- Trusts & Estates
- White Collar Criminal

# What Do You Like to Deal With?

## ✓ Things

- Finance
- Environmental
- IP Prosecution
- Energy Practice – Wind, Power, Oil and Gas
- Project Finance
- Real Estate Finance
- Real Estate Land Use
- Real Estate Transactional

# What Do You Like to Deal With?

## ✓ Ideas

- Administrative
- Antitrust
- Appellate
- ERISA
- IP Licensing
- Litigation
- New Energy/“Clean Tech”
- Tax

# What Do You Like to Deal With?

## ✓ Money/Business

- Antitrust
- Bankruptcy
- Corporate
- Healthcare
- Insurance Coverage & Defense: Litigation & Corporate
- International Trade
- Securities Litigation

# Do You Want to Create or Enable?

## ✓ Create

- Appellate
- Bankruptcy
- Litigation
- Trusts & Estates:  
Wealth Management
- White Collar Criminal

## ✓ Enable

- 40 Act
- Corporate
- ERISA Counseling
- Executive  
Compensation
- IP Licensing
- Real Estate  
Transactional
- Tax

# Do You Mind Facing Moral Conundrums in Your Practice?

## ✓ Yes

- Administrative
- Corporate
- Entertainment
- Executive Compensation
- IP
- Real Estate Transactional
- Tax

## ✓ No

- Appellate
- Employment
- Environmental
- Family
- Healthcare
- Insurance Coverage & Defense
- Product Liability
- Project Finance
- Trusts & Estates
- White Collar Criminal



# Do You Want to Be the Expert or a Generalist?

## ✓ Expert

- Bankruptcy
- Corporate (New York)
- Employment
- ERISA
- Executive Compensation
- Family
- Immigration
- Patent Litigation
- Patent Prosecution
- Tax
- Trusts & Estates

## ✓ Generalist

- Corporate
- General Litigation

# Do You Prefer to Analyze Gray Areas or Have Concrete Answers?

## ✓ Gray Areas

- Litigation
- Family
- Land Use
- Trusts & Estates

## ✓ Concrete Answers

- 40 Act
- Administrative
- Code-Based Practices
- Executive Compensation
- Regulatory
- Securities
- Tax

# Who Do You Want to Help and How?

- ✓ Help Plaintiffs in Class Action Matters
- ✓ Help Corporations to Grow (Corporate, Asset & Corporate Finance)
- ✓ Help Corporations Protect Themselves (Corporate, Litigation, Employment)
- ✓ Help Distressed Clients (Family, Immigration, Litigation, White Collar Criminal, Bankruptcy)

# Do You Mind Dealing With Emotionally Charged Situations?

## ✓ Emotionally Charged Practices

- Class Action Litigation
- Employment
- Family
- Insurance Defense
- Trusts & Estates
- White Collar Criminal

# What Relationship Do You Want to Have With Your Clients?

## ✓ Trusted Advisor

- Appellate
- Employment
- Family
- Insurance Defense
- Litigation
- Trusts & Estates :  
Wealth Management
- White Collar Crime

## ✓ Part of the Team

- Corporate
- Executive Compensation
- IP Licensing/Patent
- Project Finance
- Real Estate Transactional
- Tax
- Trusts & Estates

# Are You Comfortable With an Adversarial Practice?

## ✓ Un-charted Waters:

- Corporate
- Real Estate
- Trusts & Estates
  - ❖ Estate planning
  - ❖ Wealth Management

## ✓ Rules of Engagement:

- Bankruptcy
- Litigation
- Corporate Regulatory
- Administrative/Regulatory Component

# How Important Is a Predictable Schedule?

## ✓ Important

- 40 Act
- Appellate
- ERISA
- Executive Compensation
- Patent Prosecution
- Land Use
- Tax
- Trusts & Estates

## ✓ Not Important

- Bankruptcy
- Corporate (M&A, Securities, Finance)
- Cross Border Transactional
- Litigation
- White Collar Criminal

# What's On The Horizon?



# 2010 AmLaw Law Firm Leaders Survey

**In which practice area do you expect to see the most revenue growth next year?**

- Litigation 42.0%
- Bankruptcy/restructuring 21.0%
- Corporate 20.0%
- Intellectual property 9.0%
- Other 6.0%
- Real Estate 1.0%

# 2010 AmLaw Law Firm Leaders Survey

**How do you expect the deal flow this year to compare with that of next year?**

- Increase significantly 9.0%
- Increase moderately 74.0%
- Stay flat 15.0%
- Decrease moderately 1.0%
- Decrease significantly

# 2010 AmLaw Law Firm Leaders Survey

**What practice area do you expect will be the most challenged next year?**

- Real Estate 57.0%
- Corporate 31.0%
- Litigation 5.0%
- Intellectual property 1.0%
- Bankruptcy/restructuring
- Other 6.0%

# Be Proactive!

- Networking
- Don't be afraid to ask for career guidance
- Career is a lifetime!