

2009 Cultural Awareness & Inclusion Survey (CAIS)

Survey Overview Webcast

February 24, 2009

3:00pm – 3:30pm EST

***Please Stand By –
The Webcast Will Begin Shortly***

You should also call the audio portion of this webcast.

(US): 866-484-5340; access code: 673993

Introduction & Webcast Objectives

- **Background on the PwC Law Firm Surveys**
- **2009 CAIS**
 - Development of the two-tier Survey
 - How the CAIS is *Different*
 - Overview of each Section of the CAIS
- **Review of the Data Forms & Final Reports**
- **Timing & Fees**
- **How to Participate**
- **Marketing Efforts**

PwC-US Surveys

- **Produced by PwC-US Staff**
- **Law Firm Statistical Survey (LFSS)**
 - Started in 1957
 - Strictly US-based law firms
 - Expense-focused
 - Over 170 law firm participants
- **Billing Rate & Associate Salary Survey^{plus} (BRASS^{plus})**
 - Spin-off/companion to the LFSS
 - Started in the US in 2000; biannual Survey
 - Separate UK version of the Survey
 - Over 320 law firm participants

PwC-US Surveys

- **Antitrust/Competition Law Compliant**
 - Favorable Opinion Received in the US and UK
- **Confidential**
 - Participant Anonymity
 - Results not Publicized
- **Comparable Data**
 - Thorough Review of Each Participant's Data
 - Hundreds of Comparison Groups Available
- **“Hard to Find” Benchmarking Data**
- **Detailed Instructions to Ensure Comparability**

PwC-US Surveys

- **Concise Presentation**
 - LFSS – Five Distinct Report Types
 - BRASS^{plus} - Three Distinct Report Types
 - CAIS – One Distinct Report Type for Each Section
- **Strong & Consistent Participation Base**
- **Committed to Clients**
 - Special Data Requests
 - Custom Reports
- **Consulting Expertise**
 - Interpretation Assistance
- **Cost to Participate**

Participation Disclaimer

- **Firms must participate to receive results**
- **Participants' names will not be released**
- **Limited CAIS results (in aggregate only) will be released to select diversity committees within the ABA**
 - No individual firm responses will be released
- **Access to individual firm responses is strictly limited to members of the Law Firm Survey Group within PwC**

2009 CAIS

- **Purpose of this new Survey**
 - Provide firms with an internal assessment of their diversity efforts and achievements relative to a group of peers/competitors
 - Identify areas of strength and opportunities for improvement
- **Development contributions**
 - PwC's Cultural Transformation Group
 - Law firms
 - Representatives from the Law Practice Management Section of the ABA
- **PwC is a longtime national diversity leader and was recently ranked #4 by Diversity Inc's Top 50 Companies for Diversity**

Continued on the next page

2009 CAIS

- **No external recognition will be released**
- **Two-tiered benchmarking program**
 - Section 1 includes detailed statistics by gender and minority status
 - Section 2 includes responses to firmwide diversity efforts
- **Law Firms can participate in one, or both, Sections of the Survey**

How the PwC CAIS is *Different*

- **Confidential**
 - Promotes more open/candid firm responses
- **Internal assessment vs. external recognition**
- **Current (2008 results)**
- **Comprehensive benchmarking**
- **Multiple comparisons available**
- **Cost to participate**

2009 CAIS – Section 1

- **Detailed gender and minority statistics for 15 different timekeeper classifications**
 - Gender statistics (*all US and International offices*)
 - Minority statistics (*only US offices*)
- **Minority groups include**
 - African American/Black
 - Asian/Pacific Islander
 - Caucasian
 - Hispanic/Latino
 - Multi-Ethnic
 - Native American/Indian
 - Restricted or Other

Continued on the next page

2009 CAIS – Section 1

- **Statistics presented include**

- Headcount
- Utilization
- Revenue
- Promotion
- Turnover

- **Data sources**

- Two submission options
 - Integrated into the 2009 BRASS^{plus} Data Form
 - A separate data input form
- Completed by finance or human resource department; reviewed by finance, human resource or diversity leader

Continued on the next page

2009 CAIS – Section 1

- **Comparisons available**
 - Firmwide comparisons by size, location or profitability
 - Individual office
 - Practice group
 - Practice group by office location
 - ‘Peer’ firms
- **Statements can be made to clients, or potential clients, on how the firm ‘ranked’ relative to its peers**
- **GLBT status will not be included in this year’s statistics**

2009 CAIS – Section 2

- **Comparisons on firmwide diversity efforts in six different areas**
 - Leadership
 - Programs/Initiatives
 - Recruitment
 - Retention – Orientation & Post Orientation
 - Turnover & Promotion
 - Client Management
- **Data Source**
 - 90% of questions are multiple choice
 - Completed by the Diversity Leader

Continued on the next page

2009 CAIS – Section 2

- **Comparisons available**
 - Firmwide comparisons by size, location or profitability
 - 'Peer' firms
- **Statements can be made to clients, or potential clients, on how the firm 'ranked' relative to its peers**

Review of Data Forms & Final Reports

Timing & Fees

Timing

May 29th : Data Forms are Due

July 15th : Reports Distributed Electronically

Fees

The cost for each section is \$1,000

** Participants in one of our other PwC Surveys receive a discount price of \$1,500 for both sections*

Participation in each section provides three different comparison groups

How to Participate

- **Download the instructions and data forms from the Survey website under the 'How to Participate' tab at:**

www.pwc.com/lfsurveys

- **Contact a Survey staff member to email the documents directly to you**
- **A copy of this presentation is available for download on the Survey website under the 'What's new' tab**

Marketing Efforts

- **Leverage strong participation levels from our other Law Firm Surveys**
- **Continue building relationships with respected minority associations**
- **Sponsorship at multiple minority events**
- **Significant phone inquiries**
- **Over 100 firms are participating in this webcast**

Please notify PwC of your intent to participate

Questions?

Contact Information

Laurie J. Lieb

Director - Phoenix, AZ

Laurie.J.Lieb@us.pwc.com; 623-561-8481

Gregg Sincoff

Managing Director – NY, NY

Gregg.sincoff@us.pwc.com; 646-471-1335

Shawna Bassett

Senior Associate – Phoenix, AZ

Shawna.bassett@us.pwc.com; 602-364-8209

Sandra Mitton

Professional Associate – Tysons Corner, VA

Sandra.Mitton@us.pwc.com; 540-370-0088

Survey Participation Materials

www.pwc.com/lfsurveys

Survey Hotline: 703-918-3077