

Turning Conversations into Cross-Practice Revenue

How 15-minute coffee chats drive collaboration and unlock new business opportunities across your firm.

Prepared for leadership discussion

<https://coffee-and-law.com>



Practice Groups Operate in Silos

When lawyers don't know what colleagues in other groups do, opportunities slip away.

- Partners miss chances to bring colleagues into client matters
- Associates don't know who to turn to for expertise
- Laterals struggle to integrate and find their footing
- Cross-office relationships remain shallow or non-existent
- Revenue-generating referrals happen by accident, not design

The Result: Clients get referred externally when the expertise exists in-house.



What Disconnection Costs Your Firm

70%

of associates say they don't know partners outside their practice group

40%

of potential cross-selling opportunities are missed due to lack of awareness

3X

higher attrition among associates who feel isolated from firm culture

Sources: Industry surveys, law firm benchmarking studies



Coffee & Law

An internal networking platform that matches lawyers for short coffee chats across practice groups and offices.

The concept is simple:

Every 2 weeks, lawyers are matched with someone they don't usually work with. They have a 15-minute coffee chat. Relationships form. Referrals follow.

- Fully automated matching - no admin overhead
 - Works for remote, hybrid, and in-office teams
 - Configurable by practice group, office, or seniority
 - Built-in tracking and reporting for program ROI
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Three Simple Steps

1

Sign Up

Lawyers opt in through a simple profile. Takes 2 minutes.

2

Get Matched

The algorithm pairs people across practice groups, offices, or seniority levels based on your rules.

3

Have Coffee

Matched pairs receive an email, schedule a 15-minute chat, and connect. Repeat every 2 weeks.

Time commitment: 15 minutes every 2 weeks. Less than one unproductive meeting.



Why Coffee Chats Drive Revenue

Relationships Precede Referrals

Partners don't send work to strangers. Trust built over coffee leads to collaboration on matters.

Informal Beats Formal

Retreats and events are great, but people talk to who they already know. Coffee & Law forces new connections.

Frequency Creates Familiarity

One coffee chat is nice. Regular matching builds an actual network over time.

Discovery Happens in Conversation

Client needs surface in casual chat that would never come up in formal meetings.



What You Can Expect



Increased Cross-Practice Introductions

More lawyers knowing who to call when a client need arises



Stronger Associate Retention

Associates who feel connected stay longer



Faster Lateral Integration

New hires build relationships in weeks, not years



Measurable Network Growth

Track connections formed over time with built-in analytics



Cross-Office Collaboration

Bridge the gap between locations



Simple, Transparent Pricing

€1

per matched lawyer
per roulette round

Only pay for lawyers who actually get matched and participate.

The ROI math:

- A single cross-sold matter easily covers years of Coffee & Law
- Reduced attrition saves multiples of recruiting costs
- No implementation fees, no per-seat licensing
- Cancel anytime - no long-term commitment required



Getting Started

Choose your path:

Option A: Pilot Program

Start with one practice group or office. Run for 3 months. Measure results before expanding.

Option B: Firm-Wide Launch

Roll out to the entire firm with our implementation playbook. Most firms are live within 2 weeks.

Ready to discuss?

Visit <https://coffee-and-law.com> or contact us for a demo.

Let's turn conversations into collaboration.

Learn More



