

# LEADING LAW FIRMS IN A VUCA WORLD :: WHAT CLIENTS EXPECT AND WHY THEY STAY. OR DON'T.

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WELCOME TO:

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# LEADING LAW FIRMS IN A VUCA WORLD

## The Panel



**Corrine Pruzanski**  
Executive Vice President,  
General Counsel + Corporate  
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**Kate Genest**  
Claims Manager,  
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**Ratika Gandhi**  
Head of Legal + Compliance,  
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## LEADING LAW FIRMS IN A VUCA WORLD

### Framework Overview :: The 4E Framework

**Creating Exceptional  
Client Experiences  
Consistently:**

**Expectation**

**Empathy**

**Evaluation**

**Execution**





## LEADING LAW FIRMS IN A VUCA WORLD

### Framework Overview :: The 4E Framework

**Expectation:** Clear alignment on what success looks like—both generally and specifically—from the perspective of the individual client or client representative.

**Empathy:** Deep and consistent understanding of client contexts—industry, business, role, and individual.

**Execution:** Systems, culture, and training that enable lawyers to consistently deliver exceptional client experiences.

**Evaluation:** Regular integrated and organic feedback practices that keep service aligned with client needs, and support flexibility and adaptability in response to change.





## LEADING LAW FIRMS IN A VUCA WORLD

### Client-Firm Relationship Scorecard

