

FIRM GENERAL RESEARCH

| TOPIC | QUESTIONS | MY RESEARCH |
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| KEY PRACTICE AREAS | <ul style="list-style-type: none"> → What areas of law does it mainly practice in? → Where does most of its revenue come from? → Is it a full-service firm or niche/bespoke? → What is it most well-known for? → Why is it most well-known for this, is it ranking/deal size/revenue/awards? | |
| CLIENTS | <ul style="list-style-type: none"> → Are its clients public or private sector or a mixture? → Who are some of its core clients (i.e. who has it done repeat deals, transactions or tenders with)? | |
| WORK | <ul style="list-style-type: none"> → What is the quality of work like? → Is there a variety of work to get involved with? → What is the value of its work like? → Is the work multi-jurisdictional? | |
| OFFICE LOCATIONS | <ul style="list-style-type: none"> → International or national? → How many offices? → Is the office space open plan and/or open-door policy? | |
| RANKINGS | <ul style="list-style-type: none"> → What Chambers rankings does the firm have? → What Legal 500 rankings does the firm have? → Are any lawyers ranked as rising stars or up and coming? | |
| AWARDS | <ul style="list-style-type: none"> → What are its most recent awards? → If it has multiple, have the practice areas for the awards it has won changed? | |
| FIRM'S HISTORY | <ul style="list-style-type: none"> → Are there any mergers? → When was the firm first established? → Who is the managing partner and their successors? → Has there been any change in direction or strategy over the years? → What does the firm think their success is down to? → Has the firm been involved in any famous cases? | |
| PARTNERS | <ul style="list-style-type: none"> → If international, how many partners in the UK/worldwide? → What is the partner/associate ratio? → What is the partner approachability like? | |



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| DIVERSITY | <ul style="list-style-type: none"> → Does it have awards for diversity? → What are its diversity initiatives? → Does it report equal pay statistics? → Does it report university statistics? → Does it report diversity and LGBTQ+ statistics? | |
| ANNUAL TURNOVER | <ul style="list-style-type: none"> → What is its annual turnover? → What is the comparison of its annual turnover from previous years? → Is the firm projecting much growth over the next five years? → Are there any challenges the firm might face? | |
| MAIN COMPETITORS | <ul style="list-style-type: none"> → What other firms do similar work in its best practice areas? → Which firms have won awards that the firm you are applying to were nominated for? → What makes the firm stand out in terms of its competitors? | |
| GROWTH | <ul style="list-style-type: none"> → Have there been any key developments in its practice areas? (e.g. client's/size of deal). → Has the firm been involved in any technology initiatives? | |
| BIG NEWS | <ul style="list-style-type: none"> → Has it recently published any large cases/change in partners worth noting? → Any new investments in technology? → Has the firm featured in the news? <ul style="list-style-type: none"> ○ Is it controversial or positive? | |
| USP | <ul style="list-style-type: none"> → Does it have any unique selling points? → What type of tech and innovation is it using? → Is there any softwares the firm uses that are unusual? → Is the firm investing in Start Ups or In-house teams? | |



FIRM TRAINING CONTRACT RESEARCH

| TOPIC | QUESTIONS | MY RESEARCH |
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| QUALIFICATIONS | <ul style="list-style-type: none"> → Does it specify a degree qualification? → Does it specify A-levels/GCSE requirements? → Is there a particular experience they require or prefer? | |
| TRAINEE INTAKE/TRAINING | <ul style="list-style-type: none"> → How many trainees does it have? → What is firms' style of training? → Has it won any awards? → Is the intake spread across offices? → What is the peer support system like? → Is there a mentoring scheme? | |
| STRUCTURE | <ul style="list-style-type: none"> → Is it a 4x6 month rotation? <ul style="list-style-type: none"> ○ If not, how is it structured? → Does the firm have billing targets? <ul style="list-style-type: none"> ○ If so, what are they? | |
| SEATS | <ul style="list-style-type: none"> → What seats can a trainee sit in? → Are your seats chosen for you? → Are there compulsory seats? → What experience is gained from these seats? | |
| SECONDMENTS | <ul style="list-style-type: none"> → International or national? → Client or firm based? → What are the chances of having a secondment? | |
| SPONSORSHIP | <ul style="list-style-type: none"> → Does it sponsor the LPC/GDL? → Does it offer grants? | |
| CHARACTERISTICS | <ul style="list-style-type: none"> → How does it describe its future trainees: <ul style="list-style-type: none"> ○ On its website? ○ At events? ○ Online seminars? | |
| SALARY | <ul style="list-style-type: none"> → What is the expected salary in training and newly qualified? → Is the salary reviewed often? → Is overtime available? → How easy is promotion/is there clear pathways? | |
| BENEFITS | <ul style="list-style-type: none"> → Does it offer gym memberships? → Does it offer life and dental insurance? → Is there a cycle to work scheme? → Is the canteen food subsidised? | |



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| | <ul style="list-style-type: none"> → Is there a good pension scheme? → Is there the option for season ticket loans? → What is the annual leave allowance? | |
| PRO BONO | <ul style="list-style-type: none"> → What projects do trainees work on? → Who does the firm support/raise money for? → What are its main charities? | |
| RECRUITMENT | <ul style="list-style-type: none"> → What is the general recruitment process? (e.g. application – Watson Glaser – AC)? → How many stages are there? → Who is Head of Graduate Recruitment? → When is the deadline for applications? | |
| RETENTION RATES | <ul style="list-style-type: none"> → How many of the trainees qualify at the firm? → Is it the same year on year or does it change? | |



FIRM'S CULTURE RESEARCH

| TOPIC | QUESTIONS | MY RESEARCH |
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| VALUES | <ul style="list-style-type: none"> → Are there key values that the firm expect its lawyers to have? → What does its clients say about it? → Is the culture the same throughout the firm or does it change from department to department? | |
| GOALS | <ul style="list-style-type: none"> → What does the firm aim to achieve in the coming years? → Does it expect to hit certain milestones? <ul style="list-style-type: none"> ○ If so, what are they? → Does it have targets for increasing its diversity and inclusion? → Is it looking to improve its technology? | |
| STRATEGY | <ul style="list-style-type: none"> → How is it meeting its goals? → Are there any plans for expansion? → What is the firm's five-year vision? | |
| WORK/LIFE BALANCE | <ul style="list-style-type: none"> → Has it been awarded for their work life balance? → What are the usual hours? → Does the firm promote healthy habits? → Is there a specific policy you can point to? | |
| HOURS | <ul style="list-style-type: none"> → What practice areas have the highest hours? → What is the average time arriving and leaving the office? → Are you expected to reach high targets each day/week/month? | |
| SOCIAL | <ul style="list-style-type: none"> → Does the firm engage in firm-wide social events? → Does the firm promote team socials? → Does the firm have lots of networks and societies for all groups of people and walks of life? | |



FIRM COMPARISON LIST

| TOPIC | FIRM 1 | FIRM 2 | FIRM 3 | FIRM 4 | FIRM 5 |
|--------------------|--------|--------|--------|--------|--------|
| KEY PRACTICE AREAS | | | | | |
| CLIENTS | | | | | |
| WORK | | | | | |
| OFFICE LOCATIONS | | | | | |
| RANKINGS | | | | | |
| AWARDS | | | | | |
| FIRM'S HISTORY | | | | | |
| PARTNERS | | | | | |
| DIVERSITY | | | | | |
| ANNUAL TURNOVER | | | | | |
| MAIN COMPETITORS | | | | | |



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| GROWTH | | | | | |
| BIG NEWS | | | | | |
| USP | | | | | |
| QUALIFCATIONS | | | | | |
| TRAINEE INTAKE | | | | | |
| STRUCTURE | | | | | |
| SEATS | | | | | |
| SECONDMENTS | | | | | |
| SPONSORSHIP | | | | | |
| CHARATERISITCS | | | | | |
| SALARY | | | | | |



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| BENEFITS | | | | | |
| PRO BONO | | | | | |
| RECRUITMENT | | | | | |
| RETENTION RATES | | | | | |
| VALUES | | | | | |
| GOALS | | | | | |
| STRATERGY | | | | | |
| WORK/LIFE BALANCE | | | | | |
| HOURS | | | | | |
| D&I INITIATIVES | | | | | |
| SOCIAL | | | | | |

