Hi Shelby,

Last week, numerous law firms joined a public conversation about race, justice and equality in the wake of the deaths of George Floyd, Ahmaud Arbery, Breonna Taylor and others. Other law firms are likely weighing whether to join the conversation, and if so, how to do it in a way that is authentic, sustainable and helpful.

Law firms have a powerful platform for social good. The legal industry has a long and rich tradition of pro bono work on behalf of the underrepresented. But it also has a history as one of the least diverse professions in our country.

If you are weighing your firm’s response, I provide five things to consider in our latest blog post.

I’ll leave you with a quote from Sonora: “Be as you wish to be seen.”

Until next time, happy marketing.

Michelle