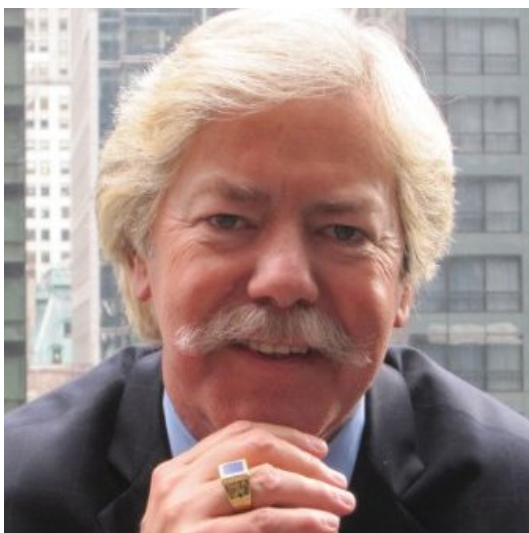


Patrick J. McKenna

Professional Profile



An internationally recognized authority on professional service firm management, Patrick has, since 1983, worked with the top leaders of premier firms around the globe to discuss, challenge and escalate their thinking on how to manage and compete effectively.

The *Financial Post* labels McKenna “a professional firm management and marketing guru, with a client base stretching from Britain to the United States.” Jim Kouzes, Chairman Emeritus, Tompeters! company described him as “a highly seasoned and extraordinarily credible professional.” And GlobalLawReview.com identified him as one of twenty International Visionaries in the legal profession for “their vision, sheer hard work, professional eminence, and humanity.”

Patrick is the author of a pioneering text on law firm marketing, *Practice Development: Creating a Marketing Mindset* (Butterworths, 1989), recognized by an international journal as

being “among the top ten books that any professional services marketer should have.” His subsequent works include *Herding Cats: A Handbook for Managing Partners and Practice Leaders* (IBMP, 1995); and *Beyond Knowing: 16 Cage-Rattling Questions To Jump-Start Your Practice Team* (IBMP, 2000).

A prolific writer on the challenges of firm leadership, his book (co-authored with David Maister), *First Among Equals: How to Manage a Group of Professionals*, (The Free Press, 2002) topped business bestseller lists in the United States, Canada and Australia; has been translated into nine languages; is currently in its sixth printing; and received an award for being one of the best business books of 2002. Leaders across various professions like Kenneth LeStrange, Chairman of Aon Risk Services; Douglas McCracken, CEO of Deloitte Consulting; Claudio Fernandez Araoz, Executive with Egon Zehnder and Partners; and Allan Koltin, President of the Practice Development Institute have described the book as ‘the essential guide to practice leadership.’

Always obsessed with innovation, he was instrumental in introducing the first global (InnovAction) awards initiative in 2003 in conjunction with the College of Law Practice Management to identify and celebrate law firm innovation.

In 2006, McKenna’s e-book *First 100 Days: Transitioning A New Managing Partner* (NXTBook) earned glowing reviews and has been read by leaders in 63 countries. This publication

culminated in Patrick conducting a one-day masterclass for new managing partners, usually held at the University of Chicago. Thus far over 70 new firm leaders from legal, accounting and consulting firms, hailing from four countries, have graduated from the program. According to Hugh Verrier, Chairman of White & Case, “*I was struck by the synthesis of the issues you presented. It was amazingly clear and comprehensive, given the breadth of the topic and the short time available. I was delighted to attend the event and I learned a lot from it.*”

The book *Management Skills* (John Wiley) named McKenna among the “*leading thinkers in the field*” together with Peter Drucker and Warren Bennis; and in 2008, *In The Company of Leaders* included his work amongst other notable luminaries like Dr. Marshall Goldsmith. His book, *Serving At The Pleasure of My Partners* (Thomson Reuters) was released in 2011; while his most recent work, *The Changing of the Guard* (Ark Group, 2015), provides in-depth guidance on the leadership selection process in professional firms and resulted in his being acknowledged in *American Lawyer* magazine as “*a longtime succession consultant and coach to new firm leaders.*”

McKenna’s published articles have appeared in over 50 leading professional journals, newsletters, and online sources; and his work has been featured in *Fast Company*, *Harvard Business Review*, *Forbes*, *Business Week*, *The Globe and Mail*, *The Economist*, *Investor’s Business Daily* and *The Financial Times*. He currently serves as Contributing Editor for *Of Counsel: The Legal Practice and Management Report* and

writes a regular thought leadership column for Legal Executive Institute.

McKenna has lectured on professional service management and strategy for the Canadian, American and International Bar Associations; the Canadian Tax Foundation, the International Union of Lawyers, the Institute For Law Firm Management, The Institute For International Research, the Society for Marketing Professional Services, Centaur Conferences Europe and the Financial Times Of London. He is a frequently requested speaker, having appeared in London, Geneva, Vienna, Munich, Marrakech, Istanbul, Singapore, Hong Kong, New York, Boston, Chicago, San Francisco, and Toronto for professional conferences and seminars.

Patrick did his MBA graduate work at the Canadian School of Management and is among the first alumni from Harvard’s Leadership in Professional Service Firms programme.

McKenna has worked with at least one of the largest law firms in over a dozen different countries. His consulting expertise was acknowledged in 2008 when he was identified through independent research compiled and published by Lawdragon as “one of the most trusted names in legal consulting” and his three decades of experience led to his being the subject of a Harvard Law School Case Study entitled: *Innovations In Legal Consulting* (2011). He was the first “expert” in professional service firms admitted to the Association of Corporate Executive Coaches, the #1 US group for senior-level CEO coaches; and was the recipient of an honorary fellowship from Leaders Excellence of Harvard Square (2015).