



# CASE STUDY

# Milbank

# Firm Background

Milbank LLP is an international law firm founded in 1866 and headquartered in New York City. With more than 800 lawyers in 12 offices worldwide, the firm is known for its considerable experience with high-profile and high-value financing deals in the oil and gas, renewables and power sectors.

## Situation

Mark Garcia, former Business Development Program Manager at Milbank, was looking for the right business development strategy for the firm and the tools and resources to help educate lawyers.

He wanted to provide a program in BD skills development that was supported by a relationship management system that would help lawyers focus on becoming comfortable selling the firm institutionally, not just from the vantage point of one practice area.

## Solution

Mark launched a pilot program with PipelinePlus Coaching. Participants included seven senior associates and one special counsel, who collectively represented four practice areas.

The program used PipelinePlus Coaching's Trainer video curriculum and worksheets, along with group and individual coaching sessions, to teach lawyers proven strategies and habits to become adept BD professionals, building on their existing legal backgrounds. The participants relied on the tool's easy-to-use pipeline management platform to manage their key relationships.

## Results

Milbank quickly began realizing results from PipelinePlus Coaching. Specifically, Mark shared that he saw new matter expansion of several current clients through participants' outreach to established relationships.

He said, as a result of PipelinePlus Coaching, "The pilot group members see themselves as the partner-level endorsed future of the firm. They have an appreciation of the firm investing in their client development skill building."

Mark added that group coaching supported by frequent “deep dive” sessions with individual participants consistently provided lawyers with new lead development tips and resources. PipelinePlus Coaching also encouraged creativity with each participant to focus on a specific practice area niche, and then work an opportunity over a given period.



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**Mark Garcia**  
Former Business Development  
Program Manager, Milbank LLP



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