

Philosophy and Vision

At the core of Kelley Kronenberg's philosophy is our concept of creating the modern corporate environment, a progressive business model built on the perfect balance of traditional values and a progressive mindset:

Philosophy

Our Values Personify How We Value our Clients

We know that the success of our firm is dependent on the satisfaction and loyalty of our clients. Therefore, we spare no measure to convey to our clients that we know their worth, predominantly by providing:

- **The most knowledgeable, skilled, accomplished, and respected attorneys.** Our firm is AV-rated and our attorneys are individually rated as AV Preeminent. Our attorneys hold elected and appointed leadership positions in multiple industry organizations. To further this goal, the firm offers in-house continuing education seminars.
- **Personalized service that is catered to their unique needs and priorities.** We are dedicated to learning about, understanding, and honoring our clients' corporate cultures. We take a personal interest in our clients and believe that nurturing existing client relationships is of equal importance to securing new clients.
- **Limitless access to their attorneys.** Our firm utilizes the most advanced and reliable technology so that our clients can rest comfortably knowing that their attorneys are always within reach. Meticulous communication with our clients is an essential component of the firm's customer service standard.
- **The unbridled attention and dedication of their attorneys.** Our attorneys have in-depth knowledge of their cases and are proactive in carrying out our clients' objectives. We believe that every client should feel like our most important client.
- **Attorneys who understand the importance of cost containment and who always aim to protect the client's bottom line.** Our clients will never have to sacrifice quality for efficiency.
- **Strict adherence to each client's philosophies and billing guidelines.** Compliance with our clients' philosophies and guidelines is a quantifiable measure of respect. The firm considers this a fundamental and compulsory element of file handling and customer service. This process is reinforced at all levels throughout the firm.
- **The benefit of being informed.** Our clients should never have to ask about the status of their case. Regular and detailed updates are key to maintaining client satisfaction. For our clients' benefit, statistics are kept and analysis maintained on all cases.
- **Complimentary services** including legal advice, legal research, fully accredited seminars, case law updates, and legislation alerts. Not only does this courtesy evidence our appreciation, but it also reinforces the firm's willingness to put service before traditional remuneration concerns. We offer this service to both our current and our prospective clients.

Satisfied Employees Pave the Way to Satisfied Clients

- While profit is essential to business success, a business cannot be successful if it focuses only on profit.
- Our employees are our best commodity and a crucial component of our success. We want our employees to know that they are appreciated and that their contributions are never taken for granted. We are always cognizant of the fact that it is difficult to have satisfied clients without satisfied employees. Thus, we go to great lengths to ensure employee satisfaction.

Establishing an Enjoyable Environment

- One factor that leads to employee satisfaction is an enjoyable and aesthetically pleasing work environment. Our employees enjoy coming to a workplace that is professional and well-appointed, yet friendly and relaxed.
- Our offices reflect our tone of comfortable elegance and include lobbies, kitchens, break rooms, and conference rooms that are in keeping with that tone. Individual offices and workspaces are designed to maximize space and efficiency without sacrificing our design aesthetic.

Product versus Productivity

At Kelley Kronenberg, we value our employees who consistently produce exemplary work. However, we also know that healthy work relationships help to foster productivity. We hope that our employees will develop work relationships characterized by a durable feeling of belonging and mutual support.

This approach yields a positive outlook and energy that is carried by our employees into their daily communication with our clients. Employees who enjoy the people they work with, and where they work, carry that sentiment into their non-work lives, providing priceless advertising for the firm.

This balanced approach is also an effective means by which to limit turnover and its related costs. It maintains consistency, which, in turn, fosters firm loyalty and unity.

Dedicated to Diversity

- Diversity is key to building a rich and thriving workforce. Our growing workforce mirrors our country's rapid societal, commercial, and business globalization. Our firm culture is built on a foundation of understanding, accepting, valuing, and celebrating the differences

within our workforce.

- We recognize that diversity goes beyond demographics. Our philosophy includes identifying the motivating factors, needs, and strengths of our employees. This allows for an efficient allocation of energy and resources to maximize each individual's productivity. We are then able to encourage our employees to use their unique strengths to achieve a higher level of personal success.

“Doing Things Right” and “Doing the Right Thing” Our attorneys are amongst our industry's brightest and most talented professionals. They are known for setting and elevating the standards in their respective areas of law. Their talents are enhanced by our high caliber professional staff, the contributions from whom make our attorneys' successes possible. We value our employees for their performance and accomplishments, but also for their commitment to doing the “right thing.” Our employees personify the firm's commitment to providing legal representation and customer service with the highest level of integrity and professional ethics. We also encourage our employees to “do the right thing” for their communities and the world at large. Our employees actively engage in service activities, both individually and firm-coordinated, and we actively support our clients' philanthropic endeavors. We believe that a sense of global responsibility contributes greatly to the rich and diverse culture of the firm.

We Motivate Rather Than Manage

We do not believe in managing our attorneys. We value attorneys who are capable of managing themselves. Thus, we offer our attorneys a vast system of support, guidance, motivation, resources, and accountability. We offer mentors to assist with professional development and growth. The firm also maintains a business development department and we encourage our attorneys to avail themselves of that benefit. The camaraderie that results is a central component of the firm's corporate concept and breeds optimum cross-pollination amongst our attorneys.

It Takes a Modern Corporate Perspective

When it comes to communication and improving the firm, there are no big voices and little voices. We encourage all of our employees to be part of the dialogue and to take ownership over helping to make the firm the best it can be. To facilitate this process, every attorney has a monthly meeting with the managing partner during which the attorney has the opportunity to discuss his or her department's progress, functional challenges, and opportunities for the firm's improvement and employee satisfaction.

We believe that our success is conditioned on our employees feeling fully engaged in the process of building and strengthening the firm.

Vision

A Company Without Vision Remains Blind to its Potential

For thirty years, the firm operated under its original leadership and maintained a narrow scope of services confined to a limited geographic area. Three years ago, the firm came under the next generation of leadership which opened our eyes to the firm's potential. Armed with vision and talent, we quickly turned a limited and one-dimensional business into a diversified national law firm with over 200 attorneys.

A Company Without Vision Lacks Awareness

A business that is content to maintain the status quo remains unaware of trends and advancements, choosing to keep to yesterday's ways. Those businesses remain bound to a cycle of chasing and reacting to problems, overlooking today's solutions and solutions on the horizon. This problem-oriented perspective monopolizes and depletes the management's energy, hindering creativity and motivation, which in turn, precludes progress. Our vision keeps us at the forefront of innovation and progress.

With Vision, the Possibilities are Endless

At Kelley Kronenberg, we are characterized by our vision. Using this vision and the lessons learned from studying the missteps and mistakes of similarly-sized firms, we have built a unique and sound business model that has propelled us toward our goal of having an increasing national and international presence.