



Is Your Legal or Financial Services Brand Due for a Recruiting Refresh?

Consider the following checklist. If you answer “no” to four or more of the following questions, your legal or financial services firm is in dire need of a recruiting-related brand makeover ASAP. If you answer “no” to three questions, you should consider refreshing your brand in the next year (or before your next recruiting cycle). If you answer yes to all but one or two questions, updating your brand can be more of a long-term project, to be scheduled when you have the time and resources.

- 1.) Does your brand reflect your internal culture? For example, are all of your programs and professional development offerings showcased on your website? Does your brand match your firm’s personality, aesthetically speaking?
- 2.) Does your website feature a robust and up-to-date recruiting section?
- 3.) Has it been 10 or more years since you last updated your brand?
- 4.) Has it been more than three years since you last redesigned your website?
- 5.) How well does your brand work in a digital environment? For example, does it translate well in motion and on social media?
- 6.) Is your brand overly traditional in appearance relative to your competitors?