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## FIRM NEWS

# Lathrop GPM Recognized as a Top Law Firm with the Most Attorney Business Development Enthusiasm

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**KANSAS CITY, MO (January 16, 2024)** — [Lathrop GPM LLP](#) is proud to announce that it has been recognized as one of the top 44 law firms with the most attorney business development enthusiasm, according to a survey conducted by BTI Consulting Group.

BTI Consulting Group found that the 44 top firms named have the ability to develop, keep and engage attorneys who are the most enthusiastic about Business Development. The five big influencers on attitudes towards engaging these business development attorneys include personal motivation, how the firm talks about business development, access to watching rainmakers, supporting these rainmakers, and engaging junior attorneys to be more involved.

Firm Managing Partner [Cameron Garrison](#) said, "We are proud to be recognized by BTI for our business development efforts. Lathrop GPM's attorneys are dedicated to innovative client service and understand how this commitment can be transformed into successful business development efforts. We are also proud of the dedicated legal marketing and business development professionals who help us every step of the way."

Lathrop GPM understands it takes time and energy to create an environment fostering positive business development engagement, and well it is worth the investment. To be named as a Top Law Firm with the most attorney business development enthusiasm is significant because according to BTI, only 25.86% of attorneys in law firms enjoy engaging in business development.

Founded in 1989, BTI performs research in 42 countries and improves performance for clients on five continents. BTI clients range from small partnerships to Fortune 10 organizations.