

**FOR IMMEDIATE RELEASE**  
 Contact: Caren Ulrich Stacy  
 caren@diversitylab.com  
 303-520-5899

**41 Law Firms are Announced as Mansfield Certified for the Inaugural Pilot**

**San Francisco, August 20, 2018** – [Diversity Lab](#) announced today that the 41 trailblazing law firms listed below have achieved Mansfield Certification after completing the inaugural one-year [Mansfield Rule](#) pilot.

The Mansfield Rule Certification measures whether law firms have affirmatively considered at least 30 percent women and attorneys of color for leadership and governance roles, equity partner promotions, and senior lateral positions. The goal of the Mansfield Rule is to boost the representation of diverse lawyers in law firm leadership by broadening the pool of candidates considered for these opportunities.

**2018 Mansfield Certified Firms**

Akerman	Faegre Baker Daniels	Morris, Manning & Martin
Arnold & Porter	Fasken	Morrison & Foerster
Blank Rome	Fenwick & West	Munger, Tolles & Olson
Brinks Gilson & Lione	Fish & Richardson	Nixon Peabody
Brownstein Hyatt Farber Schreck	Goodwin	Orrick
Bryan Cave Leighton Paisner	Holland & Hart	O’Melveny & Myers
Buchanan Ingersoll & Rooney	Holland & Knight	Reed Smith
Clifford Chance	Jenner & Block	Seyfarth Shaw
Cooley	Katten Muchin	Sheppard Mullin
Covington	Latham & Watkins LLP	Troutman Sanders
Day Pitney	Littler Mendelson	White & Case
Dentons	McDermott Will & Emery	WilmerHale
DLA Piper	Miller Canfield	Winston & Strawn
Dorsey & Whitney	Morgan Lewis	

To achieve the Mansfield Rule objectives, participating law firms had to first establish a baseline metric by which they could assess and analyze their talent pipelines. To that end, as part of the Mansfield Rule Certification process, the firms were expected to create and adopt documentation and tracking norms to measure their progress and identify areas for improvement. As Peter Drucker said, “If you can’t measure it, you can’t improve it.” With these baseline measurements, firm leaders can compare their past, current, and future pipelines to know whether they are making headway on increasing the representation of diverse lawyers considered for and ultimately advanced into leadership positions.

One of the favorable outcomes of the inaugural Mansfield Rule is the significant surge in firms that now track and measure their candidate pipelines. Another immediate, positive result is the incremental increase in diverse candidates considered for leadership roles, equity partner promotions, and lateral hiring by firms that tracked their pipelines prior to adopting the Mansfield Rule. The details follow.

- 100 percent of the 41 Certified firms are now tracking their pool of candidates for leadership and governance roles, up from 30 percent of participating firms prior to the Mansfield Rule. Of the smaller group of firms that did track their previous talent pipelines, 73 percent increased diversity in the pool of candidates considered for leadership after implementing the Mansfield Rule.
- For senior associate lateral hiring, 100 percent are tracking their pipelines, up from 28 percent. Of the firms that did track previously, 57 percent increased diversity in the pool of candidates considered after implementing the Mansfield Rule.
- For partner lateral hiring, 100 percent are tracking their pipelines, up from 20 percent. Of the firms that did track previously, 60 percent increased diversity in the pool of candidates considered after implementing the Mansfield Rule.
- For equity partner promotions, 100 percent are tracking their pipelines, up from 60 percent. Of the firms that did track previously, 67 percent increased diversity in the pool of candidates considered after implementing the Mansfield Rule.

Knowing from research that transparency and accountability contribute to increased diversity in leadership, the Mansfield Rule also measures whether participating firms make the responsibilities and requirements for leadership roles accessible to their lawyers. Prior to the inaugural Mansfield Rule, only 28 percent of firms had leadership job descriptions. Now, 55 percent of participating firms have created and published them.

“Diversity in law firms has been stagnant for decades, so we didn’t expect to change law firm cultures overnight,” said [Lisa Kirby, Director of Research & Knowledge Sharing](#) at Diversity Lab. “Although, as a result of the Mansfield Rule, all of the 41 Mansfield Certified firms are now tracking their candidate pipelines for every single path that leads to leadership. And a significant number of firms have increased the diversity of these pipelines, which is a positive step towards diversifying their next generation of leaders.”

“We found that the 30 percent metric and the built-in accountability have had a positive effect on encouraging our current leaders to expand the pool of talented lawyers they develop and select as the next generation of leaders. Having baseline data on these categories is incredibly helpful as we move into the Mansfield 2.0 certification year and continue to broaden our diverse pipeline of leadership candidates,” said [David Koschik, partner and member of White & Case’s Executive Committee](#).

In pursuit of the overall goal, many of the Mansfield Certified firms have already demonstrated meaningful progress in diversifying their current leadership and their pipelines to leadership following the adoption of the Mansfield Rule. Specifically:

- 40 percent of the participating firms have increased the representation of women and diverse lawyers in leadership and governance roles;
- 33 percent increased the number of women and diverse senior associates hired;
- 35 percent increased the number of women and diverse partners hired; and
- 38 percent increased the number of women and diverse lawyers promoted to partner.

As a result of these upward trends, several of the firms have also achieved Mansfield Certification Plus status. “Plus” status indicates that, in addition to meeting or exceeding the pipeline consideration requirements for Certification, these firms have successfully reached at least 30 percent women and minority lawyer representation in a notable number of their current leadership roles and committees. Certified Plus firms include: *Arnold & Porter; Brinks Gilson & Liono; Bryan Cave Leighton Paisner; Buchanan Ingersoll & Rooney; Cooley; Covington; Day Pitney; DLA Piper; Dorsey & Whitney; Faegre Baker Daniels; Fish & Richardson; Holland & Hart; Holland & Knight; Latham & Watkins LLP; Littler Mendelson; Miller Canfield; Morris, Manning & Martin; Morrison & Foerster; Munger, Tolles & Olson; Nixon Peabody; Orrick; O’Melveny & Myers; Reed Smith; Seyfarth Shaw; Sheppard Mullin; WilmerHale; and Winston & Strawn.*

“It has been an extraordinary honor to test this idea and achieve Mansfield Certification Plus along with a number of other trailblazing firms. We look forward to continuing to move the needle on diversity and inclusion in our firm and on an even broader scale with the 65 firms participating as part of Mansfield 2.0,” said [Larren M. Nashelsky, Chair of Morrison & Foerster](#).

As a reward for achieving Mansfield Certification and Certification Plus, the firms will send their newly promoted diverse and women partners to one of three upcoming Client Forum events in New York, San Francisco, and Minneapolis/St. Paul. At the Client Forums, the women and minority lawyers will learn from and have an opportunity to connect one-on-one or in small groups with legal department lawyers from more than 60 legal departments from companies including, 3M, AIG, BASF, Baxter Healthcare, Bloomberg, CBS, Cargill, Dell, GAP, HP Inc., Salesforce, SurveyMonkey, and Walmart.

“At SurveyMonkey, we are committed to creating a diverse and inclusive workplace, and we strongly believe data is a valuable way to get us there. Equally important is paying it forward which is the reason we’ve recently partnered with Paradigm to create a template for measuring Belonging & Inclusion and work on other programs that help companies and industries use data to create a more inclusive culture. We applaud initiatives like the Mansfield Certification that bring data into play and help create transparency, accountability and increased diversity of leadership,” said [Lora Blum, Senior Vice President, General Counsel, and Secretary at SurveyMonkey](#).

Diversity Lab also announced that it has launched the 2.0 iteration of the Mansfield Rule, which runs from July 2018 to July 2019, with 65 law firms. New for this version, Mansfield 2.0 will include LGBTQ+ lawyers as well as women and attorneys of color as part of the diverse candidate pool. Also new, in addition to leadership role appointments and lateral hiring, Mansfield 2.0 will also measure consideration for roles in client pitch meetings and will ask participating law firms to make appointment and election processes transparent to all lawyers in their firms. For the Mansfield 2.0 pilot, Diversity Lab will continue to measure and report data on participating firms' progress.

Diversity Lab is also partnering with ALM, parent company of The American Lawyer, to develop a new searchable feature in [ALM Intelligence's Legal Compass](#) database. The database will allow in-house counsel to search for law firms that are "Mansfield Certified" or are in the process of becoming certified.

### **Mansfield 2.0 Participating Firms**

Akerman	Faegre Baker Daniels	Munger Tolles & Olson
Arent Fox	Fasken	Neal, Gerber & Eisenberg
Arnold & Porter	Fenwick & West LLP	Nixon Peabody
Baker Botts	Finnegan	Norton Rose Fulbright
Baker McKenzie	Fish & Richardson	O'Melveny & Myers
Beveridge & Diamond, PC	Foley & Mansfield	Orrick
Blank Rome	Goodwin	Pepper Hamilton
Brinks Gilson & Lione	Goulston & Storrs	Reed Smith
Brownstein Hyatt Farber Schreck	Hogan Lovells	Saul Ewing Arnstein & Lehr
Bryan Cave Leighton Paisner	Holland & Hart	Schiff Hardin
Buchanan Ingersoll & Rooney	Holland & Knight	Schnader Harrison Segal & Lewis
Clifford Chance	Husch Blackwell	Seyfarth Shaw
Cooley	Jenner & Block	Sheppard Mullin
Covington	Katten Muchin	Steptoe
Crowell & Moring	Kaufman Dolowich & Voluck	Stoel Rives
Day Pitney	Littler Mendelson	White & Case
Dechert	McDermott Will & Emery	WilmerHale
Dentons	Merchant & Gould	Wilson Sonsini Goodrich & Rosati
DLA Piper	Miller Canfield	Winston & Strawn
Dorsey & Whitney	Morgan Lewis	Womble Bond Dickinson (US) LLP
Drinker Biddle & Reath	Morris, Manning & Martin	
Eversheds Sutherland	Morrison & Foerster	

###

**Background on the Mansfield Rule** -- The Mansfield Rule was one of the winning ideas from the 2016 [Women in Law Hackathon](#) hosted by Diversity Lab in collaboration with Bloomberg Law and Stanford Law School. It was inspired by the NFL's Rooney Rule, created by the late Dan Rooney in 2003 and now supported by his son, Art Rooney II, President of the Pittsburgh Steelers, and a name partner in law firm Buchanan Ingersoll & Rooney. The Rooney Rule requires every NFL team to interview at least one minority candidate for head coach vacancies. In the years following its implementation, the number of minorities hired to fill head coach roles doubled.

**About Diversity Lab** – [Diversity Lab](#) creates and experiments with innovative ways to close the gender gap and boost diversity in law firms and legal departments by leveraging data, behavioral science, and design thinking. The Lab's first pilot, the [OnRamp Fellowship](#), is now the largest global re-entry platform matching experienced women returning to the workforce after a hiatus with more than 35 law firms, legal departments, and banks for paid Fellowships in the U.S., Australia, the UK, and Canada. Due to the overwhelming success of Diversity Lab's 2016 Women in Law Hackathon, a series of "Diversity in Law Hackathons" are happening in 2018 in partnership with Bloomberg Law, Harvard Law School Executive Education, Northwestern Law School, and University of California at Hastings School of Law.

---