

Foster Swift's Focus on the Future: A Client-Centered Approach

Firm leaders to continue 118-year tradition of excellence by focusing on next generation of attorneys.

GRAND RAPIDS, Mich. — Delivering exceptional personalized service remains the top priority as Foster Swift's new executive team lays out initiatives for the year ahead.

"New technologies and innovative ideas will be at the forefront," said newly elected president, Anne Seuryneck, "with an emphasis always placed on best serving our clients, as people."

Optimizing the use of technology while still maintaining human touch, is important to the executive committee. The firm will focus on meeting the evolving needs of a diverse client base, while continuing internal programs that support diversity and inclusion. "More women have been promoted in the last ten years than ever before," said Seuryneck. "We want to keep that moving forward and look beyond gender to make sure we are attracting the full skillset and diversity that our clients have come to expect."

"Our immediate past president, Michael Sanders has a gift for developing leaders. "said Seuryneck. "He put a lot of thought into the future leaders of the firm and had a huge role in where I am today. He put attorneys into positions with just the right amount of challenge so that they could grow. That's a legacy that I want to continue, as we focus on growth and opportunities."

As the firm develops the next generation of lawyers, they will look to build upon programs that already exist, like the firm's flex program, which supports attorneys who work an approved alternative schedule. "It also means looking at changes for the younger generations," said Seuryneck. "What do they need that's different from what already exists? We want to create an environment where people want to stay. A number of lawyers have spent their entire careers here, including me. What does that look like in the future?"

This practice of looking to the future by taking care of employees is one that Seuryneck says she will continue during her tenure, looking to the firm's full leadership team for input and insight.

Additional Facts About Foster Swift:

- In addition to its president, Julie Fershtman is on the executive committee in the role of Vice President, Southfield. With women accounting for 33% of the top leadership team. [According to the 2019 ABA Profile of the Legal Profession](#) (see page 45)
- 4 of the 9 practice group chairs are women