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How Law Firm Leaders Must Act on Data, Not Just Talk About It

In a recent episode of Entegrata's [Overruled By Data](#) podcast, Frost Brown Todd Chairman [Robert Sartin](#) delivered a clear message to law firm leaders: the time to embrace data is now — or risk falling behind.

Drawing on his background in economics, finance, and distressed M&A, Sartin explained how his analytical training shaped his early belief in data as a strategic asset. "I was trained to look at numbers and trends to make decisions," he said. "[W]hen I entered legal leadership, it was natural to ask: why aren't we doing the same here?"

Sartin emphasized that data is no longer optional for firms hoping to remain competitive. "The longer you wait, the harder it becomes to catch up," he emphasized. "Data isn't just a tool — it's the foundation for how we compete, price, and manage talent."

But turning strategy into execution, especially in a partnership-driven environment, requires more than just vision. Sartin stressed the importance of building alignment across the firm. "You can't just mandate change. You[']ve got to build consensus, and that starts with transparency and trust."

One of the episode's most unexpected insights was Sartin's use of gamification to foster a data-driven culture. "We made it fun. We created dashboards that felt like scoreboards. Suddenly, people were competing to improve their metrics — and learning in the process," he shared.

Looking forward, Sartin sees artificial intelligence as a transformative force in legal operations. "AI will reshape how we price services, how we recruit and retain talent, and how we ensure long-term viability," he said. "But only if we're ready to act — not just talk."

[Listen to the full podcast.](#)

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