

Featuring Brian LaBovick on The Firm Report Podcast Discussing Culture Killers and Law Firm Bottlenecks

Featuring attorney and firm leader Brian LaBovick, this episode explores how clear values and the right people can help law firms overcome growth bottlenecks.

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In a new episode of [The Firm Report](#), "[Brian LaBovick: Culture Killers and the Bottlenecks Holding Law Firms Back](#),"

host Zach Hoffman, a leading law firm marketing expert, sits down with

Florida attorney and law firm leader Brian LaBovick to discuss organizational culture, leadership, hiring, artificial intelligence, and the challenges that can restrict law firm growth.



Throughout the conversation, LaBovick reflects on building a statewide law firm with multiple offices, 16 attorneys, approximately 100 team members, and practice areas including personal injury, workers' compensation, Social Security disability, and PIP collections for medical providers. He explains that the firm's growth has not followed a straight line and that greater stability required him to become more disciplined, data-driven, and

“

I'm kind of a believer in
playing your own game.”

Zach Hoffman

financially focused.

LaBovick also discusses the danger of “shiny object syndrome.” As an entrepreneur, he says he has pursued ventures that distracted him from the firm's core business, teaching him to focus on the organization's strengths rather than imitate competitors or chase every new opportunity.

“Stay on your ball field. Play your game. Understand who you are. Make clear goals. Have a clear mission,” LaBovick said.

A major theme of the episode is the importance of defining a firm's identity. LaBovick

encourages law firm leaders to identify their vision, mission, and genuine core values before deciding how large they want to become or which business model they want to follow.

He shares how his firm reinforces that identity by beginning meetings with its vision, mission, and core values. The team also evaluates decisions by asking what is in the client's best interest and committing to doing what is right rather than what is easy.

The conversation then turns to the bottlenecks that commonly restrict law firm growth. Although cash flow, financing, and revenue can create challenges, LaBovick believes people are often the most significant obstacle. Problems arise when firms hire the wrong employees, place capable people in unsuitable roles, or retain high performers whose behavior damages the organization.

"You've got the hardest person and the poison in your firm: low culture, high performance," LaBovick said. "The minute that you have the courage to get rid of it, the firm flies."

Hoffman and LaBovick compare law firm culture to the locker room of a professional sports team, discussing how talented individuals may struggle in a poorly led environment but thrive within an organization that has stronger leadership, accountability, and shared expectations.

The episode also explores how artificial intelligence, virtual assistants, and automation are changing law firm operations. LaBovick explains that his firm is evaluating AI-powered client experience tools and Salesforce-based technology that may allow it to grow without expanding its workforce at the same rate.

While he sees technology as an opportunity to increase capacity and efficiency, LaBovick cautions that automation may eliminate some entry-level positions that traditionally allowed employees to learn the business and advance within an organization. He and Hoffman also discuss AI's broader effects on communication and human connection.

Beyond business operations, LaBovick reflects on the role his wife and law partner has played in the firm's success and in raising their family. He credits their complementary strengths, clearly defined responsibilities, and ability to remain honest with one another as essential to their partnership.

LaBovick encourages business owners to develop self-awareness and build relationships with trusted partners who understand their strengths and weaknesses. He explains that maintaining a strong family foundation helped him remain grounded through difficult periods in the firm's development.

"Having an honest level of self-awareness and being able to know who you are and be vulnerable to a partner that is your teammate" is essential, LaBovick said.

The episode demonstrates that overcoming law firm bottlenecks requires more than adding employees, technology, or marketing resources. LaBovick's experience shows how a clearly defined mission, strong organizational culture, disciplined decision-making, and the courage to address harmful behavior can create a more stable foundation for growth.

The episode, "Brian LaBovick: Culture Killers and the Bottlenecks Holding Law Firms Back," is available now on Spotify and other major podcast platforms.

To learn more about digital marketing strategies for law firms, visit [Exults Law Firm Marketing](#).

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