



**Interview with Paul Skeith**

Managing Partner for Richards Rodriguez & Skeith

**How long have you been managing partner with Richards Rodriguez & Skeith?**

**PS:** I have served in the capacity of managing partner of RRS since my partners and I founded the firm in May 2005.

**What are your responsibilities as managing partner?**

**PS:** My primary responsibility is to sheppard the firm's culture to make sure that it is always consistent with our stated vision. I work with Brenda Barnes, our firm administrator, to develop and update the strategic planning and overall direction of the firm. Together we conduct the nuts and bolts operations like budget planning, staffing, and benchmarks for company performance standards. More broadly, we brainstorm and initiate client development strategies to ensure the sustainability and health of the firm.

**Describe the firm for new website visitors. What would you tell a potential client about Richards Rodriguez & Skeith?**

**PS:** Basically, it comes down to customer service and accessibility. That's how RRS distinguishes itself from other law firms. When you know your clients from recommendations, volunteering, business groups and coaching soccer for the neighborhood kids, you are more attentive to their needs. We pride ourselves on doing the little things most attorneys overlook such as promptly returning phone calls and communicating with clients about the process of their case without the condescension or legal jargon. Client satisfaction is the most important component of a growing business because a lot of your opportunities come from word of mouth. In the legal world customer service means trust; a relationship that develops over time and involves two-way communication.

**How would you best describe the current direction of the firm?**

**PS:** Right now we are especially focused on firm cohesion, identity, and outreach. We want to exhibit the technical excellence of a mega-firm, while maintaining the personal touch of a locally owned and operated business. We are therefore reaching out to the community in order to strengthen our understanding of the legal needs of our client base. In addition, we are in the process of developing educational materials for our website to help clients--and the public in general--learn more about tax strategies, employment law and other useful information for running a growing business. Many of our attorneys are available for speaking engagements so give us a call if your company or organization would like to learn more about the laws that affect your daily business operations.

**What activities are you pursuing to uphold the firm's mission?**

**PS:** I try to consolidate my interests with my passion for business development and management. For instance, I serve on the board of directors for a local nonprofit, Capital IDEA. It is an organization designed to empower working families by giving them the skills they need to gain financial independence. I was approached to be a board member because of my work with Austin Interfaith, the organization that created Capital IDEA. In addition, I participate in a local business consortium called The Alternative Board, or TAB. TAB allows me to network with other business professionals in addition to learning business strategies that are helpful to my clients.