



THE FORD AGENCY



Diana Ford is one of the Washington area's leading experts in recruiting and heads The Ford Agency, one of DC's foremost staffing agencies. The Ford Agency has placed direct hire, temp-to-hire, and temporary candidates of the highest caliber within global and local law firms, and has a strong reputation for excellence. Her staff sat down with her for a little Q & A.

Q: What do you think are the current challenges facing law firms as they try to attract new talent?

A: I think law firms, and the Washington business community as a whole, are facing a challenge to really identify talent. It's not just the hard skills, it's finding the talent with the right work style to really be on point with the momentum of the team. Our area has one of the nation's most competitive job markets and attracts the best and the brightest. And this is with good reason! Washington law firms and businesses are operating at the absolute highest level. It's not enough to just have that right education or just have worked for a big name. Fit has increasingly become a key element to an individual's success in their career, and a bad fit can really break down a successful team. What The Ford Agency does is drill down on the hard skills *and* the soft skills: the work style, the energy, the motivation, and identify talent that truly blends with the goals and focuses of a firm.

Q: How has Ford continued to be successful during all of the DC's market changes?

A: It's really hard to pinpoint one thing, but I do know that The Ford Agency approaches recruiting from a mindset that is very different from others in our industry. There is an attention to detail and talent with our team that is unparalleled. We have created an environment of collaboration and respect for the work, the candidates, the clients, and that commitment translates into the experience individuals and businesses have when they interact with us. I think this sets us apart and I think our clients and candidates notice this too.

Q: How has the ALA affected your business and success working with law firms?

A: The ALA has created a connection between vendors and law firms that allows us to demonstrate our unique qualities, and develop a professional rapport with key stakeholders who genuinely *need* to know that a recruiting firm can be trusted. The legal community is competitive in DC, and needs an advocate to help them connect with staffing firms whose commitment to excellence and client service are top priorities. We've been members for decades and consider it a vital bridge to the legal community.

Q: The Ford Agency recently rebranded. Tell us about the new look of Ford, what does it mean to you?

A: I think our new website (www.ford-agency.com) reflects the sharpness of our work and our team. While we are a boutique environment, our team is a powerhouse. Everyone in our office operates at the top of their game and approaches each search with complete professionalism and focused industry knowledge. Our team shifts gears seamlessly and never misses a good idea. The new look really shows our clarity and strength.