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Q2 2026 RESULTS

THE TOP LEGAL Linkedin FLUENCERS

The definitive ranking of the UK legal profession on LinkedIn: 1 April - 30 June 2026.
Ranked, for the first time, on the 10x10.



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The GCs now have a report of their own – see the introduction.

FOREWORD

When we sponsored this report last quarter, I wrote that the profession had spent years telling itself visibility is a risk, and that the people in it disagreed. This quarter's numbers bear that out. They also complicate the story I thought I understood.

At Codified Strategy we spend our days inside law firms, working on their technology and process problems. We sponsor this community because it recognises a different kind of problem solver: lawyers building a personal brand inside institutions that have not always encouraged one.

The finding that stayed with me is the 10x10, which puts a number on how much lawyers can achieve in limited time. That is the heart of what we do as a business. (That Si is outscored by his own metric is a bonus.) It is also a sharper version of a conversation I have constantly with founders and partners. Commercial visibility and personal wellbeing were never really in tension; we were taught to build them separately. It took me longer than I care to admit to unlearn that. For years I assumed growth meant doing more, more often, more publicly.

It does not. I say that as the owner of a business that helps lawyers get there through better use of technology. This edition celebrates the people who have already worked that out and those who might be nudged in the same direction.

Matthew Letts
Founder and CEO
Codified Strategy Limited



INTRODUCTION

WE FLIPPED THE SCRIPT

Let me start with a confession. After three or four years of ranking the legal sector's LinkedIn performance, it dawned on me that we risked becoming part of the problem rather than the solution. Or, more precisely, that the solution we offered was right for its time, and its time has passed.

What on earth am I talking about?

Previous editions of this report ranked people on the totality of their output. We added up the hundred or two hundred posts someone committed to over a quarter, tallied every like and every comment, and crowned whoever produced the biggest number. That approach rewarded volume. And volume, for most busy lawyers, is the wrong thing to reward.

So this quarter we have changed our primary ranking. The

categories stay the same: LinkedInfluencers, Leaders, Indies and Barristers. The GCs now get a report of their own, more on which soon. But the headline measure is now each person's ten best-performing posts. We call it the 10x10.

Why ten? Because anyone, in any organisation, can have ten thoughts over a quarter worth sharing with their network. Ten is enough to stay front of mind with the referrers, targets and existing clients you want to receive work from. And ten does not demand that a busy fee earner, in-house counsel, barrister or firm leader who is already recording time on the clock somehow squeezes in 30, 40 or more posts, to the possible detriment of their mental and physical health. We have used this basis before for the Hall of Famers, whose celebrity earned them their own club. No surprise: if we wrapped them back into the main list on a

for the Hall of Famers, whose celebrity earned them their own club. No surprise: if we wrapped them back into the main list on a 10x10 basis, they would absolutely dominate it. So we've kept them separate.

None of this means the overall chart is dead. It isn't, and it appears in these pages too. Some business models genuinely need broad awareness. If you are a human rights lawyer, a residential conveyancer whose next client could be anyone, a divorce lawyer looking for people who need help, or an employment lawyer acting for senior executives, you want a wide base of people to know who you are at any given moment. For you, the big numbers always matter, and we salute those who achieve them. But we have a responsibility to respect wellbeing and commerciality together, which is why we have settled on the new gold standard of 10x10.

We have continued to monitor thousands of people this quarter, extending the list in the indies category, and the themes we spotted are written up over the following pages. The 10x10 findings get their own chapter, examined at group level, firm level and individual level. You will also find our thinking on operating in the Green Zone, which is the subject of the event we are launching alongside this report, kindly hosted by Herbert Smith Freehills Kramer and sponsored this quarter by Codified Strategy. We hope you enjoy what you find in this report.

Thanks,

Simon Marshall
Founder of TBD Marketing



THE METHODOLOGY

For the main lists, our methodology remains the same: (total likes) plus (four x total comments) this quarter (1 April to 30 June 2026) to give us your power score.

For the 10x10 list, we then take the scores of your ten best posts and add them up.

For the 10x10x10 list, we then take the ten best 10x10 scores per firm and add them up - or, for firms with fewer than ten people in the ranked list, as many as they have. Hall of Famers count towards their firms' totals, even though they are ranked separately as individuals.

You can always submit your statistics via our online form, which is free to use for anyone and means we will not miss you next time: tbdmarketing.co.uk/linkedin-influencers/submit-your-stats/ The majority of the people who rank highly do it this way (we looked at around 22,000 profiles this quarter).

It also means we can help firms stop guessing; data is the basis for better decisions.

AVE is outdated for media work. But the same stream on LinkedIn can be attained for either organic (post) or paid (adverts) and so that metric works for these purposes. Some people disagree. I disagree with them. Twice over.

A note on merged firms

Several major mergers completed recently, including Ashurst Perkins Coie, Hogan Lovells Cadwalader and Winston Taylor. Three things to know: first, everyone in this report is named under their merged firm's name; you will find no legacy names in these pages.

Second, we have not included the non-UK parts of those businesses this quarter, because they were not merged for the period covered; they join the data from next quarter.

Third, we are shortly publishing a special report on these mergers and their launches, covering both the data and the best practice, so watch this space.

THEMES FROM THE QUARTER

1. People told us their totals were down on last quarter.
2. They weren't. Collectively, engagement beat the quarter before.
3. 91 firms are represented in the top 200, just one shy of last quarter's record 92. The breadth of firms producing ranked voices is holding at its high-water mark.
4. 50.79% of the top 200 ranked individuals get 70% or more of their score from their top 10 posts. They are already operating in the green zone.
5. The ten best posts from two people at Howard Kennedy outscore the combined 10x10 of all ten ranked people at CMS, the second-placed firm.
6. 71% of firms are outperformed by one of their own influencers.

OPERATING IN THE GREEN ZONE

A firm gets to be famous for exactly one thing. Trying to be famous for five is the surest way to be famous for none. But the firm is only half of the picture, and arguably the less interesting half. The firm is famous for one thing; its people are famous for the rest.

I want to make that case properly, because "personal brand" has become one of the most tired instructions in professional life. It tends to arrive in the same flat managerial tone as "commercial awareness", another box to tick, another thing the busy are told they ought to be doing. Delivered in this way, it is joyless, and joylessness is fatal, because a personal brand built out of obligation reads exactly like one built out of obligation. So the question is not whether your people should have a presence, but how much of one, and at what point effort turns into strain. That is the question this chapter, and the event we are launching alongside this report, puts at its centre: how to operate in the green zone: commercial enough to matter, but not so much that it costs you your wellbeing. Front of mind, not out of your mind.

Why the people carry the rest

A firm's one thing is a blunt instrument by design. It is the reason a firm makes the shortlist, and it does a great deal of quiet selling before anyone pitches. But it cannot express range, because the moment it tries, it dilutes. Range, judgement, warmth – all of that lives in people, and people are bought by people, not by logos.

The Q2 data lets us put numbers to that. We looked at 269 firms for which we hold both the firm's own page performance and the output of their individual people. In 190 of them – that's 71% – a single individual out-reached the entire firm page over the quarter. Not the top five people. One person. Widen it to the top five and the figure rises to 94% of firms. The average firm page drew a little over 2,500 engagements across the quarter; the average firm's best individual drew more than three times that on their own. The masthead is not where the reach is. Instead, it lies with the firm's people.

The trap in the data

It is tempting to conclude that the answer is simply to get as many of your people posting as possible, to chase a high percentage of the firm online. However, the numbers say that that percentage is actually close to meaningless. The share of a firm's staff who post has essentially no relationship with the firm's reach or its ranking. What does move the needle, and powerfully, is the raw number of genuine voices. The count of real people posting correlates strongly with both engagement and rank, while the percentage correlates with neither. You do not rise by nagging a higher proportion of the firm onto LinkedIn, but by having more people who actually have something to say, and the room to say it well. Breadth of real voices, not a compliance drive.

Where the zone sits

If more voices is good, is more posting from each of them always better? Here the data is refreshingly humane. Total reach does keep climbing with volume; post more and your overall footprint grows. But the return on each individual post erodes as the pace rises. The heaviest posters we track, the ones producing well over a hundred posts a quarter, earn roughly half as much per post as someone posting a couple of times a week. They work enormously harder for proportionally less engagement, and I do not need to tell you what that pace does to a person across a year. There is no marginal utility out there worth chasing. The extra likes do not pay for the time spent hunting them.

The sweet spot in the data sits at around one to two posts per fortnight: enough to build real reach, at a healthy return per post, without the grind. Commercial and sustainable turn out, rather conveniently, to be the same setting. That is the green zone. We have built a small interactive model of it, shared alongside this report and at the launch event. Set the dial to one post a week or fewer and you are effectively invisible. Push it past four or five and each post works less hard while the personal cost climbs. The band in between is the whole game.

This is why we have recast our primary ranking this quarter as the 10x10. Ten posts a quarter is a hurdle almost anyone can clear: ten thoughts worth sharing, in your own voice, over thirteen weeks. It is not the only way to occupy the zone. Some people will find that a hundred posts a quarter sits comfortably within their green zone, and that is for them to decide. The point is not the number, but knowing why you are doing what you are doing, and never trading your wellbeing for one more post.

Because here is the thing the hand-wringing about oversharing misses: in the legal sector, a few people post "too often". Many thousands do not post enough. Thousands of lawyers with deep technical expertise, strong networks and every ability to win work could, with as little as ten posts a quarter and probably no more, make their professional lives considerably easier. Perhaps they attend fewer cocktail parties. Or perhaps they attend the same ones and find that people already know who they are when they arrive.

Bigger than LinkedIn

The green zone is not a LinkedIn setting. It is a business development setting. It is about finding the mix of activity that brings in the revenue you need, to feed the mouths you need to feed, at work and at home, in a way that suits you and your business in a changing world.

For too long, some partners have over-relied on BD, and others have over-relied on marketing and communications. A blend of both is better: being somebody people can find online and then meet in person. That, to me, is the nexus of the green zone. Swap out some of the obligations that eat your evenings, protect time with your family and with your team, and still do enough to remain front of mind with your referrers and win work from your clients. It is not an easy balance to strike, which is exactly why it helps to measure it a little, for each of us, rather than leave it to feel.

There is no such thing as word of mouth

Here is a belief I have held for a while, and this report is as good a place as any to set it down. There is no such thing as word of mouth. Or rather, word of mouth is not a channel. It is an output. It is the final, visible result of a long series of other activities that nobody ever wants to point to and say, "That is the thing that gave rise to the recommendation." If you were forced to summarise those activities in two words, you would call them communications and marketing.

What actually happens is that we are persuaded over time, gently, by subtle little nudges. A partner's post that landed. A blog. An article. A webinar we listened in on. The way a testimonial reads on a review site. No single nudge closes anything, and no one nudge ever gets the credit. But they stack up, and the stack is what underpins the moment someone puts your name forward.

And note who does the putting forward. Word-of-mouth recommendations do not come only from people who have worked with you. They come from people who would like to. Sometimes they are conflicted out. Sometimes you are not on their panel. Sometimes the reason they cannot instruct you sits on the wrong side of somebody's fence. Those people recommend you anyway, and what earned that recommendation is precisely the subject matter of this report.

LinkedIn is where many of those nudges can be delivered, but more importantly it is where the habits are formed: always be marketing, always be offering help, always be using your network to its full advantage. Do that consistently and you become the

kind of person other people put forward. The green zone is where you learn and display those habits without hollowing yourself out doing it.

What it looks like in practice

It looks like consistency rather than intensity. A steady two or three posts a week, built into the working week rather than bolted onto the end of it at eleven at night. It looks like authenticity, which is only a fancy word for letting the rest show: the reading, the worldview, the thing you felt in the dark of the theatre last week. And it looks like something the firm supports, rather than something a few exhausted enthusiasts do heroically alone.

Posting, though, is not the whole of it. The green zone is a set of habits, and the posts are only the most visible of these. Go to the face-to-face thing. Turn up to the webinar. Add value in someone's DMs, or in the comments under other people's posts, where generosity is noticed precisely because nothing is being sold. Keep a profile that people actually want to read when the nudges send them looking. Each of these is another layer in the stack that word of mouth is built from, and none of them costs you a red-zone pace.

I would put particular weight on the juniors. Trainees and newly qualified lawyers who learn to build in the green zone early, sustainably, in their own voice, become the senior voices the firm relies on a decade later. Start them in the red zone, treating presence as a performance, and you simply teach them to burn out on schedule.

The firm's job

The firm's job is not to extract as much reach as possible from its people. It is two things. First, to make sure those individual voices ladder up to the firm's one thing: varied in texture, aligned in direction, so that fifty people sound like fifty people who nonetheless clearly work at the same place. Second, to protect the green zone. A firm that rewards the person posting five times a day is training its best people towards burnout, and towards the exit, because a personal brand grown far enough eventually outgrows the firm in which it was nurtured. Range, orchestrated and protected, not range extracted.

I have a rule for this, as I tend to. You cannot outsource being interesting, and you cannot mandate it either. You can only make room for it, and then get out of the way. The firms that understand this do not run personal branding programmes. They build a culture in which having a voice is normal, supported, and survivable, and then they let their people be famous for the rest.

THE 10x10: 1-30 LINKEDINFLUENCERS

10x10 RANK	NAME	FIRM	10x10 SCORE
1	Stuart Henry	Barcan+Kirby	13,274
2	Jayne McGlynn	DWF	6,709
3	Gertrude Tamade	Dentons	6,569
4	Becca Horley	Fletchers	6,067
5	Jacqui Rhule-Dagher	Hogan Lovells Cadwalader	5,899
6	Steven Mather	Nexa	5,070
7	George Hannah	Lewis Silkin	4,997
8	Colin Shaw	Freshfields	4,986
9	Michael Rosen	Kingsley Napley	4,952
10	Stephen Allen	Clyde & Co	4,233
11	Giampiero Falasca	DLA Piper	4,217
12	Adam Rose	Mishcon de Reya	4,012
13	Claudia Parzani	Linklaters	3,956
14	Tomasz Prus	CMS	3,870
15	Carly Thorpe	Walker Morris	3,867
16	Paweł Sawicki	Bird & Bird	3,828
17	Anna Manning	Every's Solicitors LLP	3,791
18	Emma Beynon	Anthony Collins	3,789
19	Ryan McCuaig	Anderson Strathern	3,753
20	Laura Marie Meldrum	Harper Macleod	3,701
21	Erica Stanford	CMS	3,541
22	Lauren Hartigan-Pritchard	Higgs LLP	3,479
23	Paul Verrico	Eversheds Sutherland	3,429
24	Katie Tooley	Penningtons Manches Cooper	3,399
25	Charlotte Perry	Knights	3,395
26	Raymond Sun	Herbert Smith Freehills Kramer	3,394
27	Salma Maqsood	Porter Dodson	3,368
28	David Hardy	CMS	3,352
29	Andrew Croft	Beale & Co	3,311
30	Paul Tjiam	Simmons & Simmons	3,249

The primary ranking: the sum of each person's ten best posts.

THE 10x10: 31-60 LINKEDINFLUENCERS

10x10 RANK	NAME	FIRM	10x10 SCORE
31	Dr. Nicolas Sölter	Freshfields	3,204
32	Chrissie Wolfe	Nexa	3,181
33	Miljana Bigović	DLA Piper	3,170
34	Charlie Moore	DWF	3,100
35	Yousafa Hazara	Irwin Mitchell	3,014
36	David Milligan	Norton Rose Fulbright	2,970
37	Harry McCarthy	Stephens Scown	2,946
38	Bartosz Miąskiewicz	CMS	2,929
39	Andrzej Pośniak	CMS	2,920
40	Keeley Lengthorn	RWK Goodman	2,852
41	Jewels Chamberlain	DWF	2,841
42	Raya Blakeley-Glover	Bird & Bird	2,829
43	Katrina Elsey	Switalskis Solicitors (inc. Pryers Solicitors)	2,825
44	Victoria Welsh	Taylor Rose MW	2,758
45	Sam Harkness	Clarke Willmott	2,744
46	Estella Newbold-Brown	Lester Aldridge	2,718
47	Jason Boone	Clyde & Co	2,694
48	Helen Simpson	Dentons	2,638
49	Kim Lehal	RWK Goodman	2,633
50	Tony Damian	Ashurst Perkins Coie	2,623
51	Helen Hutt	Porter Dodson	2,590
52	Michaela Řeháková	DLA Piper	2,573
53	Christian Schmidt-Diaz	Pinsent Masons	2,562
54	Bilal Hussain	Irwin Mitchell	2,561
55	Kate Nicklin	Irwin Mitchell	2,535
56	Anna Willetts	Gunnercooke	2,493
57	Reena Parmar	Freshfields	2,487
58	Emma Lago	Bird & Bird	2,458
59	Garry Sturrock	Brodies	2,441
60	Connor O'Dell	Taylor Rose MW	2,410

THE 10x10: 61-90 LINKEDINFLUENCERS

10x10 RANK	NAME	FIRM	10x10 SCORE
61	Roch Glowacki	Lewis Silkin	2,321
62	Kennedy Kay	Kennedys	2,320
63	Lorna Bailey	Fletchers	2,296
64	Yuankai Lin	RPC	2,277
65	Michelle Seddon	Clarke Willmott	2,268
66	Dan Herman	Stewarts	2,238
67	Michael Charalambous TEP	Knights	2,219
68	Nicola Gooch	Birketts	2,209
69	Paul Maddock	DWF	2,185
70	Simon Price	Napthens	2,177
71	James Plotkin	Gowling WLG	2,175
72	Alicia M. Grant	Norton Rose Fulbright	2,148
73	Jon Baines	Mishcon de Reya	2,145
74	Jodi Norman	A&O Shearman	2,135
75	James Horton	CMS	2,124
76	Selina Hinchliffe	Shakespeare Martineau	2,105
77	Aneesa Ahmed	Clifford Chance	2,093
78	Ife Alabi	Clifford Chance	2,072
79	Hélder Santos	Bird & Bird	2,067
80	Sally Hulston	Lewis Silkin	2,066
81	Victoria Quinn	Wilkin Chapman Rollits	2,052
82	Dr. Jan Philipp Feigen	Hogan Lovells Cadwalader	2,043
83	Lewis McDonald	Herbert Smith Freehills Kramer	2,039
84	Aysha Choudhary	Geldards	2,038
85	Tom Wicksteed	Mishcon de Reya	2,033
86	Scott Neilson	A&O Shearman	2,030
87	Chris Archer	Eversheds Sutherland	2,024
88	Robin Johnston	Sills & Betteridge Solicitors LLP	2,001
89	Yetunde Dania	Trowers & Hamlin	1,993
90	Jan Spittka	Clyde & Co	1,992

THE 10x10: 91-100 LINKEDINFLUENCERS

10x10 RANK	NAME	FIRM	10x10 SCORE
91	Gemma Barnett	Redkite	1,979
92	Andrew Mackenzie	DLA Piper	1,954
93	Danny Revitt	Irwin Mitchell	1,934
94	Alistair McDonald	Ward Hadaway	1,907
95	Julie McConnell	Brodies	1,898
96	Clare Beavan	DWF	1,895
97	Charmian Aw	Hogan Lovells Cadwalader	1,889
98	Jeanne Kelly	Browne Jacobson	1,888
99	Paulo Saragoça da Matta	DLA Piper	1,887
100	Gavin Barwell	DLA Piper	1,887

THE 10x10 FINDINGS:

DO LESS, DO IT BETTER

The new primary ranking rewards a person's ten best posts of the quarter, not their busiest fortnight. Before we get to what the data says, it is worth being honest about the argument on both sides, because there is one.

The case for posting less

Wellbeing first, and unapologetically. As the green zone chapter sets out, the heaviest posters earn roughly half as much engagement per post as those posting a couple of times a week. Nobody's mental health is improved by feeding an algorithm at eleven at night.

Then there are the internal views. Every firm has colleagues who quietly (or not so quietly) regard the prolific poster as someone with time on their hands. Fair or not, a tighter, better output is easier to defend in the partners' meeting than a torrent.

Time, obviously. Every post is an hour not spent on client work, on your team, or at home. Ten good ones a quarter is a budget almost anyone can honour.

And marginal returns. The data in this report shows the return on each post eroding as volume climbs. Past a certain pace you are working harder for proportionally less. That is not commitment so much as bad economics.

The case for posting more

Attention compounds. Total reach does keep rising with volume, and if your business model needs broad awareness, more surface area helps.

Growth mode is real. If you are building a practice, a following, or an independent brand from a standing start, there is a phase where frequency does the heavy lifting.

And the news cycle does not wait. When your specialism is suddenly on the front pages, posting more than three times that week is not overdoing it. It is showing up when the market is actually listening.

So how do you get there?

Rather like the gym. You do not arrive at an efficient ten by starting at ten. You start by doing more: posting frequently enough to learn what your audience responds to, which formats work in your hands, and what your voice sounds like when it relaxes. Volume is the training phase. Then, once the muscles exist, you do less. You keep the two or three posts a week that earn their keep and drop the rest. The destination is efficiency, but the road there runs through repetition.

What the data shows

The striking thing about this quarter's data is how many people have already made that journey, whether they know it or not.

Of the 191 people in the top 200 for whom we hold post-level data, 55 – or 28.8% – earn 90% or more of their entire power score from ten or fewer posts. They are already where the rest of us might want to be: near-total impact from a 10x10-sized output. Broaden the lens to the top 1,000 ranked individuals this quarter and the proportion rises to 71% earning 90% or more of their score from a maximum of ten posts. And across the top 200 as a whole, just over half, 50.79%, take 70% or more of their score from their ten best posts alone.

For most of the sector's best performers, the ten best posts are not a highlight reel but practically the whole score.

And yet. Those 55 hyper-efficient posters in the top 200 hold a collective power score of 163,851. Mark Stephens, on his own, sits barely 10,000 behind the lot of them. Efficiency gets you onto the list. It does not, by itself, make you a phenomenon. The very top of this game is still a different sport.

Momentum, and where it lives

One more pattern worth reflecting on. Of last quarter's top 50, 27 went on to have a better quarter this time. Of those ranked 51 to 100 last quarter, only eight managed the same. Success at the very top compounds: the audience, the confidence and the habits feed each other. The band just below is far more volatile, which cuts both ways. It is where people fall from, and it is where people climb from.

Overall, 70 of the people in this quarter's top 100 beat their own Q1 score. The bar is not standing still. To hold a place on this list, you now need to improve simply to stay where you are. Ten great posts a quarter has never been a more achievable entry ticket, and the ceiling above it has never been higher.

THE 10x10: SIX KEY STATS

91 FIRMS

represented in the top 200 (was 92).

10x10

60 FIRMS

represented in the top 100 (was 61).



3,044

is the power score now needed to make the top 100 compared to 3,062 last time (including Hall of Fame)



1,900

is the power score now needed to rank in the top 200, up from 1,896 last time



4,705

is the score now needed to rank in the top 50



1,015,130

is the combined top 200 power score, delivering a combined advertising value of £2.03m (up from 860,855 and £1.72m last quarter)

TOP 20 LINKEDINFLUENCERS



NO. 1 – **JAYNE MCGLYNN**
DWF
TOTAL POWER SCORE: **21,680**



NO. 6 – **ANDREW CROFT**
BEALE & CO
TOTAL POWER SCORE: **12,231**



NO. 2 – **STEPHEN ALLEN**
CLYDE & CO
TOTAL POWER SCORE: **16,204**



NO. 7 – **MICHELLE SEDDON**
CLARKE WILLMOTT
TOTAL POWER SCORE: **11,704**



NO. 3 – **BECCA HORLEY**
FLETCHERS
TOTAL POWER SCORE: **15,461**



NO. 8 – **ESTELLA NEWBOLD-BROWN**
LESTER ALDRIDGE
TOTAL POWER SCORE: **10,430**



NO. 4 – **STEVEN MATHER**
NEXA
TOTAL POWER SCORE: **13,373**



NO. 9 – **JON BAINES**
MISHCON DE REYA
TOTAL POWER SCORE: **10,143**



NO. 5 – **STUART HENRY**
BARCAN+KIRBY
TOTAL POWER SCORE: **13,274**



NO. 10 – **ANDREW CHADWICK**
FLETCHERS
TOTAL POWER SCORE: **9,976**



NO. 11 – **DAVID HARDY**
CMS
TOTAL POWER SCORE: **9,319**



NO. 12 – **GEORGE HANNAH**
LEWIS SILKIN
TOTAL POWER SCORE: **9,183**



NO. 13 – **ERICA STANFORD**
CMS
TOTAL POWER SCORE: **8,765**



NO. 14 – **JACQUI RHULE-DAGHER**
HOGAN LOVELLS CADWALADER
TOTAL POWER SCORE: **8,728**



NO. 15 – **MATT SCHWARTZ**
DLA PIPER
TOTAL POWER SCORE: **8,140**



NO. 16 – **KAYLEIGH RHODES**
BEALE & CO
TOTAL POWER SCORE: **7,607**



NO. 17 – **LAUREN HARTIGAN-PRITCHARD**
HIGGS LLP
TOTAL POWER SCORE: **7,598**



NO. 18 – **GERTRUDE TAMADE**
DENTONS
TOTAL POWER SCORE: **7,401**



NO. 19 – **EMMA BEYNON**
ANTHONY COLLINS
TOTAL POWER SCORE: **7,351**



NO. 20 – **ALISTAIR MCDONALD**
WARD HADAWAY
TOTAL POWER SCORE: **7,290**

TOP 1-30 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
1	Jayne McGlynn	DWF	21,680
2	Stephen Allen	Clyde & Co	16,204
3	Becca Horley	Fletchers	15,461
4	Steven Mather	Nexa	13,373
5	Stuart Henry	Barcan+Kirby	13,274
6	Andrew Croft	Beale & Co	12,231
7	Michelle Seddon	Clarke Willmott	11,704
8	Estella Newbold-Brown	Lester Aldridge	10,430
9	Jon Baines	Mishcon de Reya	10,143
10	Andrew Chadwick	Fletchers	9,976
11	David Hardy	CMS	9,319
12	George Hannah	Lewis Silkin	9,183
13	Erica Stanford	CMS	8,765
14	Jacqui Rhule-Dagher	Hogan Lovells Cadwalader	8,728
15	Matt Schwartz	DLA Piper	8,140
16	Kayleigh Rhodes	Beale & Co	7,607
17	Lauren Hartigan-Pritchard	Higgs LLP	7,598
18	Gertrude Tamade	Dentons	7,401
19	Emma Beynon	Anthony Collins	7,351
20	Alistair McDonald	Ward Hadaway	7,290
21	Keeley Lengthorn	RWK Goodman	7,278
22	Adam Rose	Mishcon de Reya	7,191
23	Nicola Gooch	Birketts	7,126
24	Anna Manning	Every's Solicitors LLP	7,067
25	Gerard Davis, Solicitor	Talbots Law	6,500
26	Giulio Coraggio	DLA Piper	6,499
27	Laura Marie Meldrum	Harper Macleod	6,435
28	Giampiero Falasca	DLA Piper	6,423
29	Michael Rosen	Kingsley Napley	6,165
30	Connor O'Dell	Taylor Rose MW	6,115

Ranked on total power score: likes plus four times comments, across the quarter.

TOP 31-60 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
31	Tom Warrender	Wilson Browne Solicitors	6,106
32	Charlie Moore	DWF	6,083
33	Colin Shaw	Freshfields	5,980
34	Salma Maqsood	Porter Dodson	5,919
35	Kevin Rogers	Wilson Browne Solicitors	5,899
36	Charlotte Perry	Knights	5,858
37	Victoria Welsh	Taylor Rose MW	5,851
38	Kim Lehal	RWK Goodman	5,783
39	Helen Hutt	Porter Dodson	5,772
40	Rosanna Parker	Spencer West	5,358
41	Paul Verrico	Eversheds Sutherland	5,317
42	Tom Platts	Stephenson Harwood	5,167
43	Paweł Sawicki	Bird & Bird	5,093
44	Raymond Sun	Herbert Smith Freehills Kramer	5,031
45	Harry McCarthy	Stephens Scown	4,984
46	Carly Thorpe	Walker Morris	4,799
47	Katrina Elsey	Switalskis Solicitors (inc. Pryers Solicitors)	4,794
48	Reena Parmar	Freshfields	4,779
49	Chrissie Wolfe	Nexa	4,714
50	Paulo Saragoça da Matta	DLA Piper	4,705
51	Bartosz Miąskiewicz	CMS	4,704
52	Victoria Quinn	Wilkin Chapman Rollits	4,407
53	Lorna Bailey	Fletchers	4,275
54	Jason Boone	Clyde & Co	4,191
55	Yetunde Dania	Trowers & Hamlins	4,182
56	Marianne McJannett	Aberdein Considine	4,097
57	James Horton	CMS	4,070
58	Rik Pancholi	Nelsons	4,049
59	Coralie McKeivor	Freeths	4,035
60	Ryan McCuaig	Anderson Strathern	3,994

TOP 61-90 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
61	Jewels Chamberlain	DWF	3,984
62	Claudia Parzani	Linklaters	3,956
63	Yuankai Lin	RPC	3,940
64	Claire Archibald	Browne Jacobson	3,904
65	Katy Link	Fletchers	3,886
66	Michael Charalambous TEP	Knights	3,838
67	Tony Damian	Ashurst Perkins Coie	3,768
68	Nico Kuhlmann	Hogan Lovells Cadwalader	3,748
69	Perry V. Zizzi	Dentons	3,739
70	Idil Guzel	Anthony Collins	3,728
71	Claire Petts	Clyde & Co	3,724
72	Tomasz Prus	CMS	3,687
73=	Natalie Knight-Wickens	Spencer West	3,681
73=	Naomi Seward	Eversheds Sutherland	3,681
74	Sam Harkness	Clarke Willmott	3,636
75	Jo Chan-Shaw	Taylor Emmet Solicitors	3,591
76	Yousafa Hazara	Irwin Mitchell	3,556
77	Richard Hiron – The Hironator	Setfords	3,537
78	Keri Castilló	Spencer West	3,488
79	Bilal Hussain	Irwin Mitchell	3,403
80	Ben Townsend	Stewarts	3,394
81	Katie Tooley	Penningtons Manches Cooper	3,373
82	Gary Pitt	Howes Percival	3,330
83	Sally Hulston	Lewis Silkin	3,310
84	Jeanne Kelly	Browne Jacobson	3,310
85	Deborah Carrivick TEP	Birketts	3,286
86	Aysha Choudhary	Geldards	3,272
87	Paul Tjiam	Simmons & Simmons	3,249
88	Sarah Jackson	Knights	3,243
89	Matthew Stayt	Seddon	3,239
90	Dr. Nicolas Sölter	Freshfields	3,204

TOP 91-120 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
91	Salim Chaudhry	Taylor Rose MW	3,201
92	David Milligan	Norton Rose Fulbright	3,194
93	Miljana Bigović	DLA Piper	3,170
94	Tom Heys	Lewis Silkin	3,163
95	Helen Sandrone	RWK Goodman	3,119
96	Cheryl Palmer-Hughes	Stewarts	3,108
97	Jonathan Whettingsteel	Dutton Gregory	3,106
98	Helen Simpson	Dentons	3,091
99	Peter Phillips	DLA Piper	3,086
100	Daniel Szasz	Dutton Gregory	3,044
101	Claire Liddy	mfg Solicitors LLP	3,011
102	Garry Sturrock	Brodies	2,992
103	Anna Willetts	Gunnercooke	2,986
104	Rashmi Dubé Lawyer to Boardroom	Gunnercooke	2,973
105	Dr. Jan Philipp Feigen	Hogan Lovells Cadwalader	2,970
106	Andrzej Pośniak	CMS	2,920
107	Jeremy Lustman	DLA Piper	2,915
108	Selina Hinchliffe	Shakespeare Martineau	2,876
109	Raya Blakeley-Glover	Bird & Bird	2,874
110	Kennedy Kay	Kennedys	2,869
111	Charmian Aw	Hogan Lovells Cadwalader	2,787
112	Brenda Estefan	Hogan Lovells Cadwalader	2,770
113	Chetal Patel	Bates Wells	2,750
114	Helen Kanczes	Clyde & Co	2,700
115	Martin Salfer	Hogan Lovells Cadwalader	2,676
116	Donna Hart	Everys Solicitors LLP	2,675
117	Michaela Řeháková	DLA Piper	2,662
118	Toby Tompkins	Ashfords	2,657
119	Julie McConnell	Brodies	2,654
120	Kimberley Davies	Trethowans	2,653

TOP 121-150 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
121	Samantha Hope	Shoosmiths	2,648
122	Christian Schmidt-Diaz	Pinsent Masons	2,637
123	Musab Hemsí	Anderson Strathern	2,628
124	Robin Johnston	Sills & Betteridge Solicitors LLP	2,627
125	Mihiri Gajraj	Trethowans	2,621
126	Boris Feldman	Freshfields	2,614
127	Alicia M. Grant	Norton Rose Fulbright	2,595
128	Jane Anderson	Irwin Mitchell	2,590
129	Darryl Cross	Norton Rose Fulbright	2,572
130	Alicia Hilton	Anchor LLP	2,568
131	David Sayce	Ampa - Legal & Professional Services	2,567
132	Kate Nicklin	Irwin Mitchell	2,556
133	Sylvie Gallage-Alwis	Signature Litigation	2,552
134	Nina Goswami FRSA	Clifford Chance	2,552
135	Kiran Deep	HCR Law	2,537
136	Hélder Santos	Bird & Bird	2,534
137	Sue McLean	Bird & Bird	2,529
138	Mohammed Talib	Pinsent Masons	2,519
139	Shreya Vajpei	Stephenson Harwood	2,510
140	Jodi Norman	A&O Shearman	2,508
141	Lidia Grodzka	Taylor Rose MW	2,497
142	Angus Walker	TLT	2,468
143	Alice Kinder	Bexley Beaumont	2,460
144	Emma Lago	Bird & Bird	2,458
145	Charlotte Murray	Freeths	2,410
146	Catherine Rolls	Roythornes Solicitors	2,409
147	Didier Bruere-Dawson	BCLP	2,407
148=	Gavinder Ryait	Capsticks	2,399
148=	David Sazant	Dentons	2,399
149	Emma Worton	HCR Law	2,385
150	Vanessa Ashworth	Gunnercooke	2,383

TOP 151-180 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
151	Katherine Baker	Mills & Reeve	2,368
152	Stephanie Iontton	Knights	2,365
153	Dan Herman	Stewarts	2,359
154	Stephen P. Younger	Withers	2,357
155	Roch Glowacki	Lewis Silkin	2,350
156	Jonathan Davidson	Capsticks	2,322
157	James Plotkin	Gowling WLG	2,302
158	Simon Price	Napthens	2,298
159	Danny Revitt	Irwin Mitchell	2,294
160	Sabeena Pirooz	Thompsons	2,271
161	Scott Neilson	A&O Shearman	2,270
162	Jeremy Moller	Norton Rose Fulbright	2,264
163	Jo Edwards	Forsters	2,256
164	Andrea D'Ambra	Norton Rose Fulbright	2,207
165	Liyema Mandlake	Clyde & Co	2,207
166	Gemma Millard	Redkite	2,199
167	Ulrich Sittard	Freshfields	2,195
168	Paul Maddock	DWF	2,191
169	Alice Duffy	BPE Solicitors	2,176
170	Laura Daly	Irwin Mitchell	2,164
171	Jan Spittka	Clyde & Co	2,137
172	Peter Thompson	Linklaters	2,132
173	Gemma Barnett	Redkite	2,129
174	Rob Wofinden	Browne Jacobson	2,111
175	Nicola Smith	DWF	2,110
176	Aneesa Ahmed	Clifford Chance	2,093
177	Kate Oliver	Gateley	2,077
178	Ben Giaretta CArb FCI Arb	Fox Williams	2,072
179=	Ife Alabi	Clifford Chance	2,072
179=	Peter Hardy	Addleshaw Goddard	2,072
180	Hollie Gould	Anthony Collins	2,056

TOP 181-200 LINKEDINFLUENCERS

Q2 2026 RANK	NAME	FIRM	POWER SCORE
181	Dr Catriona Wolfenden	Weightmans	2,055
182	Lewis McDonald	Herbert Smith Freehills Kramer	2,044
183	Tom Wicksteed	Mishcon de Reya	2,033
184	Alexander Rose	Ward Hadaway	2,026
185	Chris Archer	Eversheds Sutherland	2,024
186	Laura Hughes	Browne Jacobson	2,008
187	Beverley Porter (winick)	Taylor Rose MW	1,990
188	Kate Herbert	Setfords	1,983
189	Clare Beavan	DWF	1,981
190	Lily Malekyazdi	Nexa	1,974
191	James Stewart	Penningtons Manches Cooper	1,973
192	Paige Skudder	Clarke Willmott	1,962
193	Gavin Barwell	DLA Piper	1,954
194	Andrew Mackenzie	DLA Piper	1,954
195	Jessica Lazarus	DWF	1,924
196	Talbot Hansum	Norton Rose Fulbright	1,914
197	Suzanne Todd	Withers	1,912
198	Beant Dhillon	Kennedys	1,912
199	Andrew Williams	Simmons & Simmons	1,907
200	Krista Powell	Napthens	1,900

THE LinkedIn FLUENCER

BEST PRACTICE CLUB

TBD

We started the Legal LinkedInfluencers to inspire lawyers to get going on LinkedIn. Over the last three years, it's turned into an amazing community of people within the legal sector.

This is where that community will live, and for the next 30 days, it's free to join.

Inside the club, you'll get:

- **Direct access to Si and Jacob** – regular tips, videos, and live AMAs
- **A place to brainstorm** and bounce ideas off like-minded people
- **A pool of people** to refer work to and receive work from in return
- **Honest feedback** on your draft posts

Free for 30 days, no card details needed. After that, it's £15 a month plus VAT if you choose to stay.

Scan the code or click below to join the WhatsApp community:

<https://www.tbdmarketing.co.uk/linkedin-influencers/subscription/>



SCAN ME

Q&A: ANDREW CROFT

When did you decide to start using LinkedIn to share posts, and why?

I'd been posting sporadically on LinkedIn for a while, but I properly started showing up about a year ago. I'd seen some of the Legal LinkedInfluencers getting brilliant engagement, including my colleague Kayleigh Rhodes, while most of my own content seemed to disappear into the ether, apart from a post about running the London Marathon!

So I decided to post more regularly and with more intention. I've now been doing that for over a year.

Originally, my "why" was to raise my profile and that of my firm. Over time, that evolved to include building the Legal Runner community and talking more openly about grief, mental health and the experiences that have shaped me.

Did you have any fears about being authentic and sharing your opinions in your posts at first?

Yes, definitely.

There was a fear that talking about my experiences, rather than just work, would be seen as unprofessional and prompt the old "LinkedIn isn't Facebook" comment.

But I soon realised that personal, authentic content is what people connect with most. It's often the posts where you're prepared to be yourself that generate the most meaningful conversations.

I still try to strike the right balance between personal and professional, but that's something I'm always working on.

Why do you think your posts encourage your followers to comment and engage?

I'm still trying to work that out!

Seriously though, I think it's because I write about my lived experience as a construction lawyer, keen long-distance runner and father of three.

Rather than trying to appeal to everyone, I write about topics that genuinely matter to me. If someone recognises part of their own experience in a post, whether that's work, running, parenthood or grief, they're much more likely to engage with it.

I also cover topics that aren't talked about enough, particularly grief following the loss of my daughter, Freya. If sharing my experiences gives someone else permission to share theirs, or helps them feel a little less alone, then that's incredibly rewarding.

Has your firm or chambers been supportive of what you're doing and, assuming it has, what lessons could others learn from your approach?

Yes. Beale & Co has been very supportive and has encouraged me to get stuck in. Key people across the firm also regularly engage with my posts and Senior Partner Sheena Sood and Chair Antony Smith are both very active.

I've also been involved in delivering internal personal branding training alongside Kayleigh and our Business Development team, encouraging others to build their own presence on LinkedIn.

The biggest lesson for firms and chambers is that if you want people to show up on LinkedIn, you need to give them permission to do so, within the framework of your social media policy, and then support them when they do. It also helps to identify people who genuinely want to get involved, rather than trying to persuade everyone to do it.

Do clients ever say anything about your posts to you?

Yes. It's often one of the first things clients mention on a call or when we meet.

Sometimes they'll simply say they're enjoying my posts. Other times they'll ask about a recent run, an event I've attended or something I've written about.

LinkedIn is a brilliant icebreaker and a great way to stay in front of clients. Even if they don't engage publicly, many of them are still reading what you share.

Has your success on LinkedIn inspired other colleagues to start using the platform?

I've certainly seen more colleagues showing up on LinkedIn.

That's probably partly because of my own activity, partly because of Kayleigh's fantastic work on the platform, and partly because of the personal branding training we've delivered.

It takes time and it isn't for everyone, but I've definitely seen a real increase in both the amount of content being shared and the level of engagement across Beale & Co.

What would you say to others who are thinking about adding their voice on this platform?

Go for it.

If you're going to start showing up, have a clear plan and think about the key messages you want to get across. Be consistent and do it in a way, and at a pace, that works for you.

I'd also encourage you to let colleagues and contacts know you're planning to become more active. You'll often find they're keen to support you from the start.

What's the most surprising result you've achieved through posting on LinkedIn? Have you had any breakthrough moments?

I'm still surprised by the results.

Posts that I think are going to fly sometimes sink, while posts I expect very little from end up taking off.

That's another reason consistency matters. You can't predict which individual post will resonate.

The biggest surprise was probably a post just before I went on holiday. It was a Rick Astley-inspired out-of-office message saying I was "Never Gonna Reply to Your Email".

It was incredibly simple but very relatable. It went on to achieve the highest number of impressions of any of my posts over the last year, along with significant engagement.

Being included in the LinkedInfluencer rankings in Q3 2025, initially outside the top 100, before moving into the top 20 and then the top 10 in subsequent quarters and recently reaching 4,000 followers also felt like real validation that my approach was working.

Have you found real-life networking easier as a result of your profile on LinkedIn?

Absolutely.

As I mentioned earlier, LinkedIn is a great conversation starter.

I've also connected with people online before meeting them in person for the first time. It already feels as though you know each other, which makes those first conversations much easier.

Which creators would other legal sector professionals be wise to follow?

I obviously have to mention Kayleigh Rhodes for her excellent construction industry insights, alongside authentic personal content.

Christopher Linton consistently produces thoughtful content for legal professionals, with the added bonus of a Sunday riddle.

Craig Kelly also strikes a brilliant balance between focused legal content and sharp observations about everyday life.

There are plenty of others I could mention. To name a few, Mark Evans, President of the Law Society and founder of Legal Runner; Harry McCarthy, some great legal content and humour; Lisa Haywood, who is a real LinkedIn tour de force; and Richard Tinkler, who is definitely one to watch.



Andrew Croft
Partner
BEALE&CO

Q&A: MICHELLE SEDDON

When did you decide to start to use LinkedIn to share posts, and why?

I decided in December 2025 that I wanted to start using LinkedIn properly. Previously, I had added the odd post here and there. I spent December observing posts, and following people that caught my eye, to try and determine the type of poster I wanted to be that would suit my personality, but also the area of law that I did.

From January 2026, I set myself a goal for the first month – one post a week, and three likes or reposts, and three comments. I chose to use the platform to support my team members, starting with 'Friday feedback' posts promoting individual members of my team. It was a difficult time for my team and I felt it added a morale boost. I am an advocate for others in my team, so this felt like the most comfortable start for me.

Did you have any fears about being authentic and sharing your opinions in your posts at first?

Absolutely! Imposter syndrome at its finest! But I chose not to go from nothing to everything; I built up traction as my confidence on the platform built. My first three months' posts were very legal and team-heavy, but I quickly realised I am a private client lawyer and we are very human solicitors. So going forward, for me it would be about balance of posts as a mixture between the human side of me and the professional side. My clients see both sides of me, so why shouldn't my followers on LinkedIn?

Why do you think your posts encourage your followers to comment and engage?

With my posts, I do have some that outwardly seek comments or opinions (sometimes advice) from followers, but mostly I try to resonate with followers, which I think encourages a natural line of communication and engagement. Keeping that mixture of types of posts hopefully prevents followers from getting bored of the same things from me.

Has your firm or chambers been supportive of what you're doing and, assuming it has, what lessons could others learn from your approach?

I joined Clarke Willmott in October, and the support I have had of my LinkedIn profile has been fantastic. In fact, we actively help and support our employees and partners here to gain the confidence to post by providing interactive training sessions run by our Business Development team (which I have been a guest speaker on) and then helping individuals to build their own profile.

It is really important that firms do not fear individuals brand-building on LinkedIn (as that can be a common approach), and in fact support their employees and give them the tools to post. People make connections with individuals, and those individuals then promote and endorse the firm they work for. If you want to look at it this way, by the firm supporting the individual, the firms' own reach is so much wider.

Do clients ever say anything about your posts to you?

As a private client lawyer, many of my clients are not on LinkedIn. But my contacts and my referrers are. I have had some lovely comments from referrers about my posts and some who have been inspired to post more as a result, which is a brilliant endorsement.

I have also had emails and messages from people I didn't know previously who have just touched base to say how much they enjoy my content and how it resonates with them, so I must be doing something right. I have had questions about posting, such as how much time do I spend and what does it really produce? I am very honest: committing to something does take time, and it is worth it.

Has your success on LinkedIn inspired other colleagues to start using the platform?

At Clarke Willmott, we have a number of people that are also doing very well on the platform and were doing so before I arrived at the firm. But I think my success on LinkedIn has brought a sharper focus to the use of the platform; and as we know, working as a team always strengthens the overall success of us all.

The support here is certainly available to anyone that wants to utilise the platform, and because we have some, let's say, 'super users' we are always available to offer on-going support. As of the last quarter, we have three of us in the top 200 of the LinkedInfluencers rankings – watch this space, as we have more coming up through.

What would you say to others that are thinking of adding their voice on this platform?

I would say spend a little time observing others to find out what you like, and what you don't like, as both are equally important. And decide how you want your brand to come across. Once you have done this, set yourself some goals – start slow and steady, as your traction will pick up naturally. And where you can utilise connections and people around you, absolutely do so. Reach out to people you admire on the platform; more likely than not, they will be happy to share their wisdom. One tip from me is to find yourself a sense checker, a person that you can bounce ideas for content off or just to review a drafted post for you.

What's the most surprising result that you've produced due to your posting on LinkedIn? Or, have you had any breakthrough results?

My connections and referrals have at least doubled, and as that's often where my work comes from – I receive more and more what I call 'indirect' referrals through LinkedIn. I have connections to people now that I would not have had in years of only going to networking events. I see LinkedIn as networking that I can do in and around my day job and my family life. It's a great addition to the other forms of networking I do.

Have you found real-life networking easier as a result of your profile on LinkedIn?

I think confidence-wise, yes! My network is now so much broader, which means when I go to an event in person, I will know a number, if not the majority, of the room, and that has to help in making those events feel more productive. I am naturally introverted, so walking into a room full of people I don't know is still daunting for me, but walking into a room where you can instantly recognise people helps that.

Which creators would other legal sector professionals be wise to follow?

Of course, I am always going to plug my own Clarke Willmott employees – Paige Skudder and Sam Harkness. Both very different content creators from each other and from me. There are also many other connections that I really look forward to seeing their next posts and that have become friends of mine. LinkedIn has created a real network of contacts for me, and they have become really important in my day-to-day life as a lawyer and as a parent.



Michelle Seddon
Partner

*clarke
willmott

Q&A: ESTELLA NEWBOLD-BROWN

When did you decide to start using LinkedIn to share posts, and why?

I started posting on LinkedIn around six years ago because I wanted to build my professional profile and connect with a wider audience beyond my immediate network. Initially, it was a way to share insights about my work and engage with others in the legal profession, but over time it became much more than that. I realised LinkedIn was a powerful platform for building relationships, sharing experiences and creating opportunities.

Did you have any fears about being authentic and sharing your opinions in your posts at first?

Not really. I've always believed that if you're going to post, you should be genuine and authentic. That said, my early posts were definitely more formal and professionally focused. As my confidence grew, I became more comfortable sharing more of myself, my experiences and my personality. I think people respond positively when they can see the person behind the job title.

Why do you think your posts encourage your followers to comment and engage?

I think it could be because I don't just post as "a lawyer". I post as a person. LinkedIn can sometimes feel quite polished, but I've found people engage most when you're honest about real life.

Of course, I share professional milestones, such as when I won the Citywealth Powerwomen Award, but I also share the moments when things don't go to plan. Like when I forgot to pack all of my twins' clothes for a trip to Peppa Pig World for their second birthday. It wasn't my finest moment, but people related to it.

I think followers engage because they see a genuine mix of professional achievements, family life, challenges and occasional disasters. That's real life, and that's what people connect with.

Has your firm or chambers been supportive of what you're doing and, assuming it has, what lessons could others learn from your approach?

Absolutely. I've been very fortunate to work in an environment that has been incredibly supportive of my LinkedIn activity. The biggest lesson for others is that personal branding and firm branding don't have to be separate things. When people trust and engage with individuals, that naturally benefits the wider organisation. Encouraging colleagues to find their own voice and share their expertise can help raise the profile of both the individual and the firm.

Do clients ever say anything about your posts to you?

Yes, regularly. I've had clients approach me directly because of content they've seen on LinkedIn. Some have reached out after seeing posts about pet-related legal matters, while others have contacted me after reading posts and blogs on topics such as prenuptial agreements. LinkedIn has become a genuine business development tool and has helped me build relationships with clients who may never have found me otherwise.

Has your success on LinkedIn inspired other colleagues to start using the platform?

I hope so. We recently held a Legal LinkedIn influencer event at the firm, and several members of my team told me it had encouraged them to start posting more themselves. One colleague even joined a padel group after seeing someone discuss it on LinkedIn. It's a great example of how the platform can create opportunities and connections that extend far beyond business development.

What would you say to others who are thinking of adding their voice on this platform?

Be authentic and be yourself. That's the most important thing. If you're posting as someone you're not, it becomes difficult to sustain. When you're genuine, sharing content becomes much easier and far more enjoyable. Your unique perspective is what makes your voice valuable.

What's the most surprising result that you've produced due to your posting on LinkedIn? Have you had any breakthrough results?

An example that stands out came from a post I shared about a judge's letter to children involved in court proceedings, explaining why he had made the decision that they would not move to Somerset. The post clearly struck a chord, generating more than 3,300 reactions and almost 350 comments. We then developed the topic further in a blog, which was picked up by the Daily Mail, resulting in further coverage and a mention of our firm. It was a powerful reminder of how a single LinkedIn post can spark wider conversations, amplify important stories and create opportunities well beyond the platform itself.

Beyond that, LinkedIn has unlocked opportunities in ways I never expected. I've found talented people through the platform, built valuable friendships and even connected with an illustrator in Cuba for a children's book project. The possibilities can be endless when you put yourself out there.

Have you found real-life networking easier as a result of your profile on LinkedIn?

Definitely. People often recognise me from LinkedIn before we meet in person, which makes starting conversations much easier. It creates an instant point of connection and can remove some of the awkwardness that sometimes comes with networking events. In many ways, LinkedIn helps you build relationships before you've even met someone.

Which creators would other legal sector professionals be wise to follow?

There are so many excellent voices in the legal community, but the people I would particularly recommend are:

- Imogen Robins
- Anna Yarde
- Heledd Wyn
- Keeley Lengthorn
- Kim Lehal
- Sophie Wilson
- Oluwapelumi Amanda Adeola
- David Lister
- Natalie Sutherland
- Marc Etherington
- Hannah Saxe
- Cara Nuttall
- Joanne Edwards
- James Stewart

There are many others I could add to that list. One of the best things about LinkedIn is discovering new voices and perspectives, so I am always finding people who inspire, educate and challenge me.



Estella Newbold-Brown
Partner



THE ULTIMATE 10x10 SCORE

39,267

That is the combined power score of these ten posts, one per person, each the single highest-scoring original post from that individual in Q2 2026. It is not a competition between them. Although, for perspective, Mark Stephens' own ten best posts total 28,550, which is nearly three quarters of what these ten managed collectively. One man, keeping pace with a relay team.

More importantly, it is a reminder of the range of content in a single quarter on LinkedIn: from a discontinued shandy to a father's hardest goodbye, and everything human in between.

TOP FIRMS FOR NUMBER OF RANKED INDIVIDUALS

RANK	FIRM	RANKED INDIVIDUALS	COMBINED POWER SCORE
1	DLA Piper	10	19,465
2	DWF	7	32,676
3	Norton Rose Fulbright	6	17,548
4	Irwin Mitchell	6	7,268
5	Hogan Lovells Cadwalader	6	18,713
6	CMS	6	23,645
7	Clyde & Co	6	11,323
8	Taylor Rose MW	5	14,584
9	Freshfields	5	9,142
10	Bird & Bird	5	9,330
11	Lewis Silkin	4	17,733
12	Knights	4	10,139
13	Fletchers	4	17,124
14	Browne Jacobson	4	10,271

THE ULTIMATE 10x10

The ten best posts of the quarter, max one per person.

Every quarter, we pull every post from our tracked cohorts of Legal LinkedInfluencers, Indies, General Counsel, Leaders and Barristers, and score each one by engagement.

This is not a ranking. It is a single list of the ten posts, one per person, that best captured why lawyers on LinkedIn are worth following at all. Not for the deals or the delivery notes, but for the moments where the person behind the practice showed through.

01 CRAIG KELLY TEND LEGAL

The internet nearly broke over a discontinued shandy. Craig asked if anyone else remembered Shandy Bass and half of LinkedIn turned up to reminisce. Proof that the best content isn't always about the law.

[VIEW THE ORIGINAL POST](#)

02 KUSH BIRDI BIRDI GROUP

Five years ago, people told Kush his new law firm wouldn't work. This quarter he picked up the keys to the 29th floor of the Gherkin. Some doubts age badly.

[VIEW THE ORIGINAL POST](#)

03 JON GREGSON WEIGHTMANS

Jon listed nine very specific types of person who ruin a Friday, from Teams messages left on read to phones used on speaker like the whole room's a shareholder. Half of LinkedIn recognised someone they work with immediately.

[VIEW THE ORIGINAL POST](#)

04 NIC ELLIOTT ACTONS SOLICITORS

Nic asked one simple question about a product he doesn't understand. Over a thousand people had an opinion. Sometimes the smallest posts spark the biggest conversations.

[VIEW THE ORIGINAL POST](#)

THE ULTIMATE 10x10

The ten best posts of the quarter, max one per person.

05 MARK STEPHENS CBE HOWARD KENNEDY

One photograph. One line of text. Thousands of reactions. Mark proved that a well-composed picture of ruins in Serbia beats most thought leadership.

[VIEW THE ORIGINAL POST](#)

07 JEN SHIPLEY FIELDFISHER

Jen wrote about losing a pregnancy, for the second time, so that others going through the same thing would feel less alone. That takes real courage, and we wanted to say so.

[VIEW THE ORIGINAL POST](#)

06 SAHAR FAROOQI ARBOR LAW

Sahar watched the King's Speech and saw past the politics: a 77-year-old man living with cancer, delivering real statesmanship at a moment of global tension. A reminder that even a sceptic can recognise dignity when they see it.

[VIEW THE ORIGINAL POST](#)

08 PAUL TJIAM SIMMONS & SIMMONS

After sixteen years and nine months at one of Amsterdam's top law firms, Paul wrote an honest, warts-and-all goodbye. He is taking a sabbatical to travel before opening his own litigation practice in 2027. A masterclass in leaving well.

[VIEW THE ORIGINAL POST](#)

THE ULTIMATE 10x10

The ten best posts of the quarter, max one per person.

09 PHIL LEE DIGIPHILE SERVICES

Phil told his network he was heading into surgery, thanked his team for holding the fort, and signed off with Arnie's most famous line. We believe him. He will be back.

[VIEW THE ORIGINAL POST](#)

10 STUART HENRY BARCAN+KIRBY

Stuart shared the hardest update a parent can write: the loss of his three-year-old daughter, Scarlett. He asked everyone reading to hold their children a little tighter. We close this list with her in mind, and our love to Stuart and his family.

[VIEW THE ORIGINAL POST](#)

OPERATING IN THE GREEN ZONE - FIRMS / 10X10X10

The 10x10x10 asks a simple question of every firm: take up to your ten best people from the top 1,000, take each of their ten best posts, and add it all up. It is the firm-level version of the argument this report keeps making: not total noise, but peak signal.

The table it produces is wonderfully rude about firm size. Howard Kennedy tops it with a score of 29,256, and here is the detail worth reading twice: that total comes from two people. CMS, in second on 23,740, needed ten. So did DWF (23,203), DLA Piper (22,731) and Freshfields (21,285) behind them. One well-known media lawyer with a camera and a colleague in support out-punched the ten best posters at some of the largest firms in the world.

Before anyone concludes that two voices are enough, look further down the column. Barcan+Kirby sit in the top 25 on 13,274 from exactly one person. Kingsley Napley's 4,952 is also a single voice. Impressive, and fragile. A firm whose entire LinkedIn presence is one person is one lateral move away from

silence. The firms built to last in this table are the ones where the total is deep as well as tall: CMS, DWF and DLA Piper each field ten genuine contributors, and Higgs deserves a special mention for reaching 14,105 with seven, a per-head return that embarrasses several firms five times their size.

Which is the green zone lesson at firm level. You cannot buy this table with a compliance drive, because the count of real voices is what correlates with success, not the percentage of staff nagged onto the platform. And you cannot rely on a single star, because stars are mobile. The firms rising here are doing the two jobs we set out earlier in this report: making room for more people who actually have something to say, and making sure those voices ladder up to the firm's one thing that it is famous for.

Across every firm we track, the ranked contributors to this table number 749, and their combined 10x10 comes to just over one million: 1,010,633, to be precise, or around £2.02m of advertising value. That is the sector's peak signal for the quarter. The question for your firm is how much of it you own.

10x10x10: TOP 10 FIRMS BY ENGAGEMENT

Ten best people per firm, ten best posts each – capped at ten contributors.

Across every firm we track: 749 ranked contributors, a combined 10x10 of 1,010,633, around £2.02m of advertising value.

RANK	FIRM	RANKED PEOPLE (MAX 10)	10X10X10 SCORE
1	Howard Kennedy	2	29,256
2	CMS	10	23,740
3	DWF	10	23,203
4	DLA Piper	10	22,731
5	Freshfields	10	21,285
6	Hogan Lovells Cadwalader	10	20,405
7	Dentons	10	20,247
8	Bird & Bird	10	19,904
9	Weightmans	10	19,012
10	Irwin Mitchell	10	18,604

THE ECONOMICS OF LinkedIn

Everyone in this industry has an opinion on whether lawyers should be "doing LinkedIn." Almost nobody has done the sums on what it's actually worth. That's the gap our new Economics of LinkedIn report closes.

For years, we have tracked thousands of lawyers and barristers across five distinct cohorts – Legal LinkedIn Influencers, Indies, Leaders, General Counsel and the Bar – scoring every post on the platform by the engagement it actually generates. Not follower counts, not vanity metrics, but the real, compounding return on the time a lawyer spends showing up as themselves.

What we found reframes the question entirely. This is not a report about content tips or posting cadence, but about where visibility on LinkedIn turns into instructions, referrals, lateral offers and firm reputation, and where it just turns into noise. Some of the numbers in it will be uncomfortable reading for firms that have treated social media as an afterthought. Others will be a very useful piece of ammunition for anyone still fighting to get time, leeway or budget for it.

I have never been coy about backing an opinion with data, and that report is this instinct taken as far as it will go. Should your most senior lawyers be using LinkedIn? And if so, how?

It's available to buy here from Friday 17 July:

<https://www.tbdmarketing.co.uk/linkedin-influencers/the-economics-of-linkedin/>



SCAN ME

THE HALL OF FAME

They have done the hard yards, so now they get to sit back and relax, right? Not quite. But these eight names have become part and parcel of the scene, and so we celebrate them a little differently: on the basis of their ten best posts of the quarter. Less competition, more recognition. It is also worth noting that the Hall of Famers were ranked this way before it was fashionable. The 10x10 basis the rest of this report has now adopted was theirs first, because they had long since proved that celebrity plus ten good posts beats volume every time.

Even in a club of stars, one of them is having quite the quarter. Mark Stephens CBE of Howard Kennedy posted a 10x10 score of 28,550, more than three times that of Jon Gregson of Weightmans in second on 9,161, and not far off the other seven combined. Readers of the 10x10 findings section will recall that Mark on his own came within 10,000 of the collective score of the 55 most efficient posters in the entire top 200. There is celebrity, and then there is Mark Stephens. He is also living proof of the exception this report allows for: when your practice is built on the broadest possible awareness, volume works. The rest of us need better reasons to post a hundred times a quarter.

Behind Mark and Jon sit James Quarmby of Stephenson Harwood on 7,119, Jen Shipley of Fieldfisher on 6,228, Sophie Wardell of Higgs on 5,650, Justin Farrance of A&O Shearman on 4,634, Emma Geale of Mills & Reeve on 2,210 and Joel Shen of Withers on 2,147.

If you take one practical action from this chapter, make it this: follow all eight. Not because you should imitate any of them, but because you cannot. No two of them post alike. Between them they cover the full range of what a legal voice on LinkedIn can be, in subject, in tone, in format and in temperament, and each has built an audience doing it their own way. That is the whole lesson of this report in miniature. There is no template. There is only your own voice, found early, used consistently, and kept firmly inside the green zone.

They are, to a person, lovely. I have met all but one of them face to face and will see Joel the next time he's in London or I am over his way.

HALL OF FAME RANKINGS

RANK	NAME	FIRM	LINKEDIN URL	10x10 SCORE
1	Mark Stephens CBE	Howard Kennedy	https://www.linkedin.com/in/mark-stephens-cbe-1446539	28,550
2	Jon Gregson	Weightmans	https://www.linkedin.com/in/jongregson	9,161
3	James Quarmby	Stephenson Harwood	https://www.linkedin.com/in/james-quarmby-24327411	7,119
4	Jen Shipley	Fieldfisher	https://www.linkedin.com/in/jen-shipley-30327660	6,228
5	Sophie Wardell	Higgs LLP	https://www.linkedin.com/in/sophiewardell	5,650
6	Justin Farrance	A&O Shearman	https://www.linkedin.com/in/justin-farrance-32a788b3	4,634
7	Emma Geale	Mills & Reeve	https://www.linkedin.com/in/emmageale	2,210
8	Joel Shen	Withers	https://www.linkedin.com/in/joel-shen-64864948	2,147

THE LEADERS

The Leaders list tracks the LinkedIn activity of managing partners, senior partners, chairs and CEOs across the UK's top law firms. It exists because leadership visibility matters disproportionately. When a managing partner posts, the signal outweighs the content. It tells the market the firm takes visibility seriously. It tells partners and associates that personal branding is encouraged, not merely tolerated. It tells clients that the people running the firm are engaged, accessible and paying attention. In a profession where most firms still govern LinkedIn cautiously, a leader who shows up consistently stands out more than they might realise.

One housekeeping note. You will find no separate 10x10 ranking here, and for a rather pleasing reason: the leaders do not need one. Fully 116 of the 140 leaders we now track earned their entire quarterly score from ten or fewer posts. This cohort already operates at the pace the rest of this report argues for. Whether that reflects wisdom or diary pressure, we leave to the reader.

At the top, the two Pauls have swapped places. Paul Jenkins of Ashurst Perkins Coie takes first with a power score of 6,181,

while Q1 winner Paul Sams of Dutton Gregory sits second on 5,537, a higher score than the one that won him Q1. Notably, Ashurst Perkins Coie is the only firm with two leaders in the top ten, with Karen Davies in eighth. Possibly the best-connected lawyer in the City, Aster Crawshaw of Addleshaw Goddard, is a new face on the podium in third with 4,350, ahead of Pauline Wild of Forbes Solicitors and Be The Ladder legend Trevor Sterling of Moore Barlow, who round out the top five.

Two patterns deserve a closer look. The first is who sits where. The upper reaches of this table are dominated not by the largest firms but by leaders of national and regional practices: Dutton Gregory, EMW, Forbes, Taylor Rose, Higgs, Gardner Leader. The Magic Circle and their global peers cluster in the mid-table, with Aedamar Comiskey of Linklaters sixteenth, Justin D'Agostino of Herbert Smith Freehills Kramer seventeenth, Hervé Ekué of A&O Shearman twenty-fourth and Georgia Dawson of Freshfields twenty-fifth. Their firms' one thing does a great deal of selling on their behalf. The leaders further down the market ladder are doing the selling themselves, and doing it rather well. Horses for courses.

The second is the shape of the distribution, which is brutal. The average score across the list is 760; the median is 207. The top ten leaders account for nearly 39% of all the engagement the entire cohort generated, and 46 of the 140 scored under 100 for the quarter. Most firm leaders are, in visibility terms, barely on the pitch. Given what a leader's presence signals to everyone beneath them, that is not a neutral fact. It is a standing invitation to any leader willing to write ten decent posts a quarter. Or even just one.

A note on coverage: we track two leaders at every TBD 250 firm, so the 140 names in this quarter's table are not the whole story. They are simply the leaders who scored at all. The majority did not, which rather proves the point above. If your managing partner or senior partner is active on LinkedIn and you think they should be included, please get in touch. The more comprehensive this list becomes, the more useful it is as a benchmark for leadership visibility across the profession.

THE LEADERS: SIX KEY STATS

We track two leaders at every TBD 250 firm. Only

140

registered a score this quarter; the rest posted nothing that landed.

10x10

6,181

is the highest power score
(Paul Jenkins, Ashurst Perkins Coie)



760

is the average score;
the median is just 207



Nearly

39%

of all the engagement the cohort
generated came from the
top ten leaders alone



46

of the 140 who scored still came
in under 100 for the quarter



116

of the 140 earned their entire
score from ten or fewer posts:
this cohort already lives at
10x10 pace

THE LEADERS: TOP 25

RANK	NAME	FIRM	POWER SCORE
1	Paul Jenkins	Ashurst Perkins Coie	6,181
2	Paul Sams	Dutton Gregory	5,537
3	Aster Crawshaw	Addleshaw Goddard	4,350
4	Pauline Wild	Forbes Solicitors	4,199
5	Dr. Trevor D. Sterling	Moore Barlow	3,822
6	Adrian Bell	CMS	3,713
7	James Geary	EMW Law - B Corp Certified	3,610
8	Karen Davies	Ashurst Perkins Coie	3,436
9	Kate Barton	Dentons	3,242
10	Miguel Zaldivar	Hogan Lovells Cadwalader	3,091
11	Graeme Maguire	Bird & Bird	2,982
12	Adrian Jaggard	Taylor Rose MW	2,855
13	Nick Taylor	Higgs LLP	2,841
14	Derek Rodgers	Gardner Leader LLP	2,781
15	Jo Farmer	Lewis Silkin	2,695
16	Aedamar Comiskey	Linklaters	2,504
17	Justin D'Agostino	Herbert Smith Freehills Kramer	2,468
18	Emily Monastiriotis	Simmons & Simmons	2,169
19	Stephen D'Amore	Winston Taylor	2,128
20	Richard Medd	Browne Jacobson	2,109
21	Shirley Woolham	Minster Law	1,860
22	Alan Mason	Freshfields	1,798
23	Christian Bartsch	Bird & Bird	1,791
24	Hervé Ekué	A&O Shearman	1,721
25	Georgia Dawson	Freshfields	1,550

TBD

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16 April 2027



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SCAN ME

THE INDIES

The Indies list is where we track lawyers at independent, boutique, and smaller firms. These are the practitioners who prove, quarter after quarter, that you do not need to be at a top-250 firm to build a serious following on LinkedIn. In many cases, the opposite is true: without the safety net of a big brand behind them, indie lawyers have to work harder to be noticed, and the best of them have turned that challenge into an advantage.

Look at raw 10x10 scores, the sum of each person's ten best posts, and the leaderboard reshuffles. Sahar Farooqi of Arbor Law tops it with 13,057, ahead of Nic Elliott on 10,563 and Craig Kelly on 10,275. Total volume and peak content quality are not the same thing: Sahar's best ten posts alone account for over 40% of his total score. Combined, the top 70's ten best posts add up to 184,414, or around £369,000 of advertising value.

Sixty-four firms are represented in the Indies top 70, and the combined power score stands at 482,622. A note on where the list ends. The Indies list runs to wherever the main Top 200 does: the 200th LinkedIn Influencer scored 1,900 this quarter; we include every indie above that bar, and then round down to the nearest ten places. That crops this quarter's list at 70, with Catherine Prosser-Carr of Berwins holding the final spot on 1,772, so comparisons with last quarter's top-100 cut-off are not like-for-like.

Actons lead the firms table with two ranked individuals, Nic Elliott and Matt Coleman, for a combined 39,889, followed by Stutt Associates on 28,702 from Lisa Haywood and Lee Stutt.

What makes the Indies list special is its energy. These are people building practices, building firms, and building personal brands simultaneously. Their LinkedIn presence is not an add-on to their marketing strategy: in many cases, it is their marketing strategy. Our data confirms that it works.

THE INDIES: SIX KEY STATS

64 FIRMS

represented in the top 70 (Q1 top 100: 89)

10x10

38,116

is the highest power score
(Nic Elliott, Actons Solicitors) (Q1: 31,513)



1,772

is the final qualifying score, held by
Catherine Prosser-Carr in 70th
(methodology change: not
comparable with Q1's
top-100 cut)



2,700

is the score now needed
to rank in the top 50 (Q1: 4,387)



482,622

is the combined top 70 power
score (Q1 top 100: 555,590)



184,414

is the combined 10x10 of the
top 70, around £369,000 of
advertising value

THE INDIES 10x10: TOP 30

10x10 RANK	NAME	FIRM	10x10 SCORE
1	Sahar Farooqi	Arbor Law	13,057
2	Nic Elliott	Actons Solicitors	10,563
3	Craig Kelly	Tend Legal	10,275
4	Laura Brown	Macbeath Family Law	8,031
5	Rishi Kohli	Sweeney Miller Law	7,632
6	Kush Birdi	Birdi Group	7,607
7	Christopher Linton	Wollens	7,540
8	Heledd Wyn	Rothley Law Ltd	5,715
9	Pardeep Kandola	Askews Legal LLP	5,468
10	Qarrar Somji	Witans	4,877
11	Sarah Dodd	Tree Law	3,999
12	Lisa Haywood	Stutt Associates	3,816
13	Jodie Hill	Thrive Law	3,444
14	Lee Stutt	Stutt Associates	3,048
15	Catherine Haworth	Avon and somerset family law	2,979
16	Paul Britton	Britton and Time Solicitors	2,901
17	Liam Bawden	Foys Solicitors	2,853
18	Liz Smith	Carbon Law Partners	2,806
19	Adam Horner	McHale & Co Solicitors	2,766
20	Phil Lee	Digiphile Services Limited	2,751
21	Jade Gani	Circe Law Ltd	2,688
22	Marcin Durlak	IMD Corporate	2,669
23	Ruth Jago	Levi Solicitors	2,647
24	Anastasia Ttofis	iLA	2,574
25	Juliet Schalker	Debenhams Ottaway	2,556
26	Rena Christou	Halborns Limited	2,467
27	Sian Lias	Phillips Law	2,450
28	Alisha Butler	Phoenix Legal Solicitors	2,304
29	Amy Woodfine	Tyr Law	2,210
30	John Andrews	Ronald Fletcher Baker LLP	2,147

Sahar Farooqi tops the Indies 10x10 on 13,057, despite sitting third on total power score.

THE INDIES: 1-30 OF 70

RANK	NAME	FIRM	POWER SCORE
1	Nic Elliott	Actons Solicitors	38,116
2	Laura Brown	Macbeath Family Law	34,483
3	Sahar Farooqi	Arbor Law	31,422
4	Christopher Linton	Wollens	24,765
5	Craig Kelly	Tend Legal	23,968
6	Heledd Wyn	Rothley Law Ltd	22,071
7	Qarrar Somji	Witans	22,068
8	Lisa Haywood	Stutt Associates	21,196
9	Rishi Kohli	Sweeney Miller Law	12,957
10	Kush Birdi	Birdi Group	12,560
11	Billie-Ann S.	Wallace Robinson & Morgan	10,078
12	Sarah Dodd	Tree Law	9,022
13	Jodie Hill	Thrive Law	8,524
14	Pardeep Kandola	Askews Legal LLP	8,290
15	Ruth Jago	Levi Solicitors	8,202
16	Jude Copeland	Cleaver Fulton Rankin	7,936
17	Lee Stutt	Stutt Associates	7,506
18	Adam Horner	McHale & Co Solicitors	6,908
19	Paul Britton	Britton and Time Solicitors	5,953
20	Anastasia Ttofis	iLA	5,560
21	Juliet Schalker	Debenhams Ottaway	5,345
22	Sian Lias	Phillips Law	5,293
23	Christopher Clayton	Longden, Walker & Renney Solicitors	5,277
24	Marcin Durlak	IMD Corporate	4,892
25	Emma-Jane Taylor-Moran	Rebel Law	4,889
26	Conor Maher	Ellis Jones Solicitors LLP	4,622
27	Jade Gani	Circe Law Ltd	4,553
28	Rubina Ferreira	Jury O'Shea	4,484
29	Amy Woodfine	Tyr Law	4,481
30	David Smith	Bishop & Sewell	4,474

The Indies list runs to wherever the main Top 200 does, rounded down - cropped at 70 this quarter.

THE INDIES: 31-60 OF 70

RANK	NAME	FIRM	POWER SCORE
31	Rena Christou	Halborns Limited	4,468
32	Liz Smith	Carbon Law Partners	4,399
33	Alisha Butler	Phoenix Legal Solicitors	4,327
34	Mariam Khan	W&P Legal	4,162
35	Dan Johnson	Equitable Law	4,118
36	John Andrews	Ronald Fletcher Baker LLP	3,946
37	Kerry England	The Family Law Co.	3,835
38	Katherine Carroll	Peacock & Co Solicitors	3,818
39	Liam Bawden	Foys Solicitors	3,786
40	Nicholas Ash	Bright Legal Solicitors Ltd	3,553
41	Catherine Haworth	Avon and somerset family law	3,451
42	Dan Smith	People Law Ltd	3,440
43	Sana Saddique	Collective Law Solicitors	3,428
44	Arun Chauhan (FICA)	Tenet Compliance & Litigation	3,388
45	Hannah Strawbridge	Inspire Legal Group	3,173
46	Ryan McDonough	KPMG Law	3,152
47	Stacey Bryant	Apricity Law	3,021
48	Stacy Campbell	McKee Campbell Morrison Solicitors	2,919
49	Charlotte Leyshon	Lux Family Law	2,771
50	Phil Lee	Digiphile Services Limited	2,751
51	Clare Chappell	Carbon Law Partners	2,700
52	Ceyhun Necati Pehlivan	Cornerstone Counsel	2,556
53	Marc Etherington	Rayden Solicitors	2,499
54	Sanjay Solanki	Woolley & Co	2,444
55	Brian Inkster	Inksters	2,367
56	Mandy Aulak	Talem Law	2,316
57	Charlie Davidson	Bishop & Sewell	2,301
58	Scott Walker	Richard Nelson LLP	2,245
59	Brent Arnold	INQ Law	2,231
60	Ian McCann	Legal Studio	2,224

The Indies list runs to wherever the main Top 200 does, rounded down - cropped at 70 this quarter.

THE INDIES: 61-70 OF 70

RANK	NAME	FIRM	POWER SCORE
61	Dhiran Mistry	Innova Legal Ltd	2,205
62	Alan McKee	McKee Campbell Morrison Solicitors	2,148
63	Richard J. H. Tinkler	Kerseys Solicitors	2,124
64	Marc Lansdell	Evolve Law	2,121
65	Philip Hyland FRSA	PJH Law Solicitors LLP	1,933
66	Sehar Khan	CDS Mayfair	1,906
67	Natalie Sutherland	The International Family Law Group	1,890
68	Xiao Pan	Halborns Limited	1,873
69	Rebekah Taylor	Harold G Walker Solicitors	1,822
70	Matt Coleman	Actons Solicitors	1,773

Q&A: SAHAR FAROOQI

What's the new role and what are you most excited about?

Arbor is at a point of real change and growth. What comes next will challenge the way complex, high-end legal services are delivered and engaged.

Do you think that LinkedIn has played a role in your career arc over the past few years?

LinkedIn has formed my career. The last three roles I've had have all come through DMs and conversations. I've also hired dozens of people through the platform.

What would you advise other law firm Managing Partners to do in relation to the platform?

Stop fearing it and use it as a voice for yourself and your firm. Speak up and be heard, be seen. Be part of the online legal consciousness (it translates to instructions and people).

Who are your favourite creators on the platform? Why?

My favourite creators are people like Alex Su and Chrissie Wolfe. People who have always been authentic, but purposeful and intentioned in what they say.

What are the topics you most want to be known for?

For bettering legal culture and practice. For refusing to allow toxicity to go unchallenged. As somebody who's lived it, so gets it and is approachable.

Sahar Farooqi
Managing Partner

ARBOR
LAW



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SCAN ME

THE BARRISTERS

The Barristers list is one of the most distinctive sections of this report, because the Bar operates under a fundamentally different model from solicitors' firms. Barristers are self-employed, their marketing has historically been restricted, and the culture of the profession has traditionally favoured discretion over visibility. LinkedIn challenges all of that, and the barristers who have embraced it are reaping the rewards.

Rank by 10x10 each barrister's ten best posts, and Ben Keith of 5 St Andrew's Hill tops the list with 8,718, despite sitting third on the main list. Simon Anderson of Park Square Barristers is second at 4,454, Andrew Hogan of Hailsham Chambers third at 4,109, and Tahir Khan, the overall number one, only fourth at 3,928. Combined, the group's ten best posts total 104,766. Impressive.

On the main list, Tahir Khan of The Barrister Group leads with 16,359; Spurs fan and all-round legend Jim Sturman KC of 2 Bedford Row is second at 14,200; and human rights hero and friend of TBD Ben Keith third at 12,856. Andrew Hogan of Hailsham Chambers is fourth at 12,800. Doughty Street Chambers leads the chambers table with eight ranked barristers and a combined score of 21,634, well ahead of Hailsham Chambers on 14,357 from just two, Andrew Hogan and Alice Nash.

The Bar is finding its voice on LinkedIn. As more solicitors use the platform to identify counsel, and as lay clients increasingly research their legal representatives online, the barristers who are visible will have an ever-growing advantage. This list captures the vanguard of that shift.

THE BARRISTERS 10x10: TOP 30

RANK	NAME	FIRM	10x10 SCORE
1	Ben Keith	5 St Andrew's Hill	8,718
2	Simon Anderson	Park Square Barristers	4,454
3	Andrew Hogan	Hailsham Chambers	4,109
4	Tahir Khan	The Barrister Group	3,928
5	Dr. Tunde Okewale OBE	Doughty Street Chambers	3,822
6	Jim Sturman KC	2 Bedford Row	3,412
7	Rebecca Murray	Devereux Chambers	3,219
8	Oscar Davies	Garden Court Chambers	2,757
9	Robin Moira White	Old Square Chambers	2,550
10	Oliver Lewis	Doughty Street Chambers	2,402
11	Stephen Burke	39 Essex Chambers	2,292
12	Stephen Akinsanya	15 NBS	2,127
13	Dapo Akande	Essex Court Chambers	2,111
14	Nick De Marco KC	Blackstone Chambers	2,007
15	Ravi Aswani	36 Stone	1,828
16	Christian Weaver	Garden Court North Chambers	1,710
17	Imogen Robins	3PB	1,590
18	Christina Warner	33 Bedford Row	1,575
19	Naomi Cunningham	Outer Temple Chambers	1,565
20	Anna Yarde	Harcourt Chambers	1,547
21	Matthew Lee	Doughty Street Chambers	1,438
22	Baldip Singh MCIArb CJ	No5 Barristers' Chambers	1,420
23	David Boyle	Deans Court Chambers	1,385
24	Leon Fernando D.	Outline Chambers	1,296
25	Oluwapelumi Amanda Adeola	Trinity Chambers, Barristers	1,228
26	Marcia Shekerdemian KC	Wilberforce Chambers	1,206
27	Markus Gehring	Landmark Chambers	1,198
28	Alan Bogg	Old Square Chambers	1,176
29	Josep Galvez	4-5 Gray's Inn Square	1,139
30	Alice Nash	Hailsham Chambers	1,063

Ben Keith tops the Bar on the 10x10 with 8,718, despite sitting third on total power score.

THE BARRISTERS TOP 30

RANK	NAME	FIRM	POWER SCORE
1	Tahir Khan	The Barrister Group	16,359
2	Jim Sturman KC	2 Bedford Row	14,200
3	Ben Keith	5 St Andrew's Hill	12,856
4	Andrew Hogan	Hailsham Chambers	12,800
5	Dr. Tunde Okewale OBE	Doughty Street Chambers	8,781
6	Simon Anderson	Park Square Barristers	7,594
7	Nick De Marco KC	Blackstone Chambers	5,755
8	Oscar Davies	Garden Court Chambers	5,420
9	Rebecca Murray	Devereux Chambers	5,171
10	John Dove	Charterhouse Chambers	5,098
11	Keir Monteith	Garden Court Chambers	5,063
12	Imogen Robins	3PB	4,273
13	Caroline Roberts-Waterworth	4-5 Gray's Inn Square	4,218
14	Robin Moira White	Old Square Chambers	4,213
15	Ravi Aswani	36 Stone	3,805
16	Arran Dowling-Hussey	4-5 Gray's Inn Square	3,515
17	Oliver Lewis	Doughty Street Chambers	3,482
18	David Boyle	Deans Court Chambers	2,952
19	Stephen Akinsanya	15 NBS	2,915
20	Christina Warner	33 Bedford Row	2,766
21	Anna Yarde	Harcourt Chambers	2,511
22	Stephen Burke	39 Essex Chambers	2,292
23	Dapo Akande	Essex Court Chambers	2,111
24	Markus Gehring	Landmark Chambers	2,039
25	Josep Galvez, FCI Arb	4-5 Gray's Inn Square	2,007
26	Adam Pipe	No 8 Chambers	1,826
27	Leon Fernando D.	Outline Chambers	1,767
28	Dr. Sally Penni MBE	Kenworthy's Chambers	1,735
29	Mikhail Charles	5 Pump Court Chambers	1,735
30	Oluwapelumi Amanda Adeola	Trinity Chambers, Barristers	1,725

APPENDIX: THE PEOPLE BEHIND THE NUMBERS, A TO Z

What follows is not another ranking. It is the people. Everyone profiled here appears in a top ten on the main or Indies lists, or a top five everywhere else, whether they got there on total power score or on the 10x10.

We have deliberately arranged them alphabetically, because once you are in this appendix the maths has done its work and the interesting question is no longer where you rank but how you write. Both scores appear with each entry. Steal shamelessly from all of them, but steal the habit, not the voice. The voice has to be yours.

THE PEOPLE BEHIND THE NUMBERS, A TO Z

STEPHEN ALLEN CLYDE & CO

Main List · Power score: 16,204 · 10x10: 4,233

Stephen's beat is legal AI and what it actually does to firm economics. He tested Microsoft's Legal Agent the weekend it landed and wrote up the architecture, not the marketing. He picked apart Harvey's billable-hour claims against AmLaw 100 headcount data. He asked what happens when your AI vendor doubles the price after your best lawyers have spent two years teaching it your firm's judgement.

The recurring move is separating the credible claim from the promotional one: "he's an intelligent, credible voice. He's also a founder sitting on a valuation of nearly 60 times revenue. It's worth separating the two." He also drifts, occasionally and deliberately, into leadership commentary well outside legal tech, still hunting the same thing: what does the evidence actually show, once you strip out the performance.

Superpower

He tests the AI tools himself and tells you what the vendors leave out.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

SIMON ANDERSON PARK SQUARE BARRISTERS

Barristers · Power score: 7,594 · 10x10: 4,454 (second among all barristers)

Simon is the barrister most likely to make you forget you are reading LinkedIn. His defining post this quarter opened on a morning dog walk and became something closer to gothic short fiction: a tribunal of broken dolls nailed to trees deep in the woods, too high for impulse, too deliberate for accident. No legal point, no lesson, just a writer trusting the material. He is second among all barristers on the 10x10 despite sitting sixth on the main list, which tells you his posts earn their keep individually rather than by volume.

The rest of the feed mixes psychiatric harm resources from his personal injury practice, gleeful irreverence (a comment removed from someone's How To Earn a First-Class Law Degree thread, which he wore as a badge), and the cleared-desk relief of a Friday afternoon dashboard. Then, mid-May: "Gone walking. Back here next week." Five words, and one of his best-performing posts. The man knows when to log off, which may be the most on-message thing anyone did all quarter.

Superpower

He turned a dog walk past some broken dolls into the most unsettling and best-written post of the quarter.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

EMMA BEYNON ANTHONY COLLINS

Main List · Power score: 7,351 · 10x10: 3,789

Emma's core beat is public sector infrastructure work, tracked through her regular #PFIFridays series on PFI expiry and handback. But the material that defines this quarter is personal: a family bereavement in early June, written about while it was happening rather than tidied up in retrospect.

She is equally direct about workplace wellbeing more broadly, writing at length about SEN parenting, mental health and the professional culture that discourages stepping back, drawing on her own experience in service of normalising the conversation for others.

Superpower

She writes about grief and PFI contracts with the same honesty, in the same week.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

KUSH BIRDI BIRDI GROUP

Indies · Power score: 12,560 · 10x10: 7,607

Five years ago, people told Kush his plan to launch a law firm from nothing wouldn't work. This quarter, he picked up the keys to the 29th floor of the Gherkin, the new home of Birdi Group, and posted the moment with the same energy he brought to the firm's original launch.

He tracked the journey in public throughout: the launch itself, a one-month progress update with concrete numbers, and a reintroduction post reminding readers what Birdi Group is actually building. The arc from doubted idea to Gherkin office is the whole story, told in real time.

Superpower

Five years ago people told him his new law firm wouldn't work. This quarter he picked up the keys to the Gherkin.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

LAURA BROWN MACBEATH FAMILY LAW

Indies · Power score: 34,483 · 10x10: 8,031

Laura moved cohorts this quarter, from Barristers to Indies, and her content has shifted register with it: sharp, engagement-ready posts built for argument rather than long personal narrative. Her standout post posed a pay hypothetical, £85k fully remote or £130k in the office five days a week, no negotiation, and let the comment section do the rest.

The format repeats: a single provocative question or image, minimal caption, maximum room for readers to argue with each other. It is a deliberate, efficient style that has clearly found an audience.

Superpower

She turned a pay-negotiation hypothetical into the most argued-about post of the quarter, no caption needed.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

ASTER CRAWSHAW ADDLESHAW GODDARD

Leaders · Power score: 4,350

Aster ran the London Marathon this year dressed as a bee, raising money for The Honeypot Children's Charity, which provides respite breaks for young carers. He made the costume himself, tracked the training publicly, and posted the finish with the same enthusiasm as the announcement.

Alongside the marathon content sits genuine firm business: Addleshaw Goddard's partnership with the Royal Horticultural Society, and a moving tribute to colleague Justine Delroy, whose memory the firm celebrated with a legacy award at Manchester Art Gallery.

Superpower

He ran the London Marathon dressed as a bee and made the costume himself.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

ANDREW CROFT BEALE & CO

Main List · Power score: 12,231 · 10x10: 3,311

Andrew's feed runs on two tracks that keep intersecting. One is construction law: contract disputes, the practicalities of getting buildings built and paid for. The other is marathon running, tracked medal by medal, race by race, with real specificity about splits, conditions and recovery.

The connecting tissue is his daughter Freya, whose death he has written about directly, describing running as "a way to cope... a way to move forward... a way to reconnect." He is careful with how often he returns to it, saying explicitly that he limits posts like that to a few a month.

Superpower

He manages grief so deliberately that he tells you, in the post itself, how often he allows himself to write about it.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

NIC ELLIOTT ACTONS SOLICITORS

Indies · Power score: 38,116 · 10x10: 10,563

Nic's feed this quarter covers everything from a £7 charity shop find to whether Britain is being "ripped apart" by DEI policies. That range is the point. Nic does not write about one thing; he writes about whatever caught his attention and trusts his audience to follow the thread.

His highest-performing post started with a nostalgic object spotted in a shop window and turned into a reflection on generational change: light entry, deep issue, a format he has made his own. Actons has two people in the Indies rankings, and Nic's presence at the top sets the tone.

Superpower

He writes about a £7 charity-shop find and Britain's DEI debate in the same week, and trusts you to follow both.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

SAHAR FAROOQI

ARBOR LAW

Indies · Power score: 31,422 · 10x10: 13,057 (top Indie on 10x10)

Sahar's standout post this quarter watched the King's Speech and saw past the politics entirely: a 77-year-old man living with cancer, delivering real statesmanship at a moment of global tension. He also wrote about Josh Simons MP stepping aside so Andy Burnham could contest Labour's leadership, and paid tribute to Baroness Karren Brady's career at West Ham.

His own managing partner appointment at Arbor Law, a genuinely significant career moment, barely registers next to those posts in tone. He leads the Indies 10x10 table outright, with his best ten posts alone accounting for over 40% of his total score.

Superpower

He watched the King's Speech and saw statesmanship where others saw politics, and his own promotion to managing partner barely registers next to it.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JUSTIN FARRANCE A&O SHEARMAN

Hall of Fame · 10x10: 4,634

Justin writes directly about growing up without LGBTQ+ role models and finding them once he started his training contract. His IDAHOBIT post, about not feeling safe to hold his fiancé's hand in public, reached over 100,000 people in 24 hours, by his own account far beyond anything he expected.

He pairs the personal material with visible action: closing the London Stock Exchange for LGBT History Month, wearing a Live2Live t-shirt while cheering marathon runners on for suicide prevention awareness.

Superpower

He came out publicly about the fear of holding his fiancé's hand, and that honesty speaks volumes.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

EMMA GEALE MILLS & REEVE

Hall of Fame · 10x10: 2,210

Emma went on maternity leave this quarter after nearly 12 years at the firm, and posted about it plainly: time to close the laptop, reset, change pace. Before that, she was shortlisted for the Chambers and Partners High Net Worth Star Associate award, and wrote about the shortlisting with the same self-aware humour she brings to everything.

Her Hall of Fame post is the most telling entry: genuine surprise and a flicker of imposter syndrome at making the list despite, in her words, being "a bit... absent lately." That she made it anyway just underscores the point we have been making in this chapter.

Superpower

She is proof the Hall of Fame rewards quality over grind, even when on maternity leave.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JON GREGSON WEIGHTMANS

Hall of Fame · 10x10: 9,161

Jon's format is the relatable workplace listicle, delivered deadpan and usually with a running set of emojis. This quarter's standout named nine very specific types of person who ruin a Friday, from Teams messages left on read to phones used on speaker like the whole room's a shareholder. Half of LinkedIn recognised someone they work with immediately.

He is equally comfortable posting nothing more than "I think I need a new profile photo, votes are open" and letting the audience do the work. The volume of engagement on almost nothing is the tell of someone who has built real trust with his readers.

Superpower

He turns small universal workplace irritations into a running bit everyone recognises immediately.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

GEORGE HANNAH LEWIS SILKIN

Main List · Power score: 9,183 · 10x10: 4,997

George has quietly become the legal AI beat reporter the sector did not know it had. His quarter included a write-up of five legal AI founders taking open questions, an interview with Wexler's CEO built around the line his barrister father was given on day one in chambers ("crack the chronology, crack the case"), a sit-down with Orbital's CTO about the platform behind 200,000 property transactions, same-day coverage of Anthropic's Claude for Legal launch, and the FT's story on Kirkland & Ellis spending \$500m building its own tools.

Then, in between the journalism, a meme about giving AI one prompt and calling it a productive day. The mix is the method: he reports the sector's most consequential story with a journalist's discipline and a poster's timing, and his 10x10 from a 52-post quarter shows the reporting is what lands.

Superpower

He covers legal AI like a trade journalist who happens to work in a law firm, and files faster than the trade press.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

LISA HAYWOOD STUTT ASSOCIATES

Indies · Power score: 21,196 · 10x10: 3,816

Lisa's quarter mixed genuine parenting chaos, an etiquette question about the state of a reception class stuffed mascot handed over for the weekend, with real pride in retaining her Q1 ranking: "looks like you'll have to put up and Stutt up, coz I'm not retiring yet."

She also wrote with real sympathy for the social media teams of firms whose legal work regularly becomes the internet's target, a small but telling piece of professional solidarity.

Superpower

"Put up and Stutt up" might be the best pun on this entire list.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

STUART HENRY BARCAN+KIRBY

Main List · Power score: 13,274 · 10x10: 13,274

In April, Stuart shared that his three-year-old daughter Scarlett was fighting for her life in intensive care, unsuitable for a transplant, and asked anyone reading to hold their own children closer. Weeks later he posted that she had died, "peacefully, with her parents by her side." In May he shared the details of her funeral, thanking the friends, colleagues and strangers who had reached out.

These posts were not written for reach. They are near-unbearable to read, and the scale of the response they generated tells you something true and uncomfortable about what LinkedIn actually rewards. There is no tell, no formatting habit, no recurring phrase to extract here, because that is not what this was.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

ANDREW HOGAN HAILSHAM CHAMBERS

Barristers · Power score: 12,800 · 10x10: 4,109 (third among barristers)

Andrew recovered from surgery this quarter and wrote about it with real warmth for the NHS staff who treated him: cleaners, healthcare assistants, nurses, all compassion in action. He also has a running feature: Sunny Dog, whose comings and goings punctuate his feed alongside genuine litigation funding and costs commentary.

His most self-aware post asks his own audience directly whether he should post fewer dog pictures and more about costs, litigation funding and the Competition Appeal Tribunal. The honesty of asking, rather than assuming the answer, is exactly why the format keeps working.

Superpower

His readers told him to post less about his dog and more about litigation funding, and he's still deciding.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

BECCA HORLEY FLETCHERS

Main List · Power score: 15,461 · 10x10: 6,067

Becca's feed runs on visibility as a stated strategy rather than a side effect. She says so directly: showing up authentically lets clients "feel like they already know" her before they instruct her, and she credits a meaningful share of her caseload to exactly that. This quarter's spine was the London Marathon, run for children's charity Molly Ollys, tracked from training block to finish line to Guinness World Record certificate for the record field size.

Alongside the running content sits a genuinely personal thread on anxiety and confidence, including symptoms she names specifically, rather than gesturing at vaguely. Her formatting is instantly recognisable: heavy emoji use, pink as a recurring visual motif, exclamation marks doing real emotional work rather than filler.

Superpower

She lets clients feel like they already know her before they walk through the door, and it works.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

PAUL JENKINS ASHURST PERKINS COIE

Leaders · Power score: 6,181

Paul's quarter was dominated by one story: the vote to combine Ashurst and Perkins Coie into Ashurst Perkins Coie, a globally integrated firm of around 3,000 lawyers across more than 50 offices. He posted the vote result, then the rebrand reveal, with the same warmth he brings to a new partner class or a summer party.

Across just nine posts he covers the full arc of running a firm through a major combination: the formal announcement, the new partner cohort, opening the ELEVATE development programme, and reflecting on his own 20 years as a partner.

Superpower

He announced a career-defining global merger with the same warmth he uses for a summer party.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

PARDEEP KANDOLA ASKEWS LEGAL

Indies · Power score: 8,290 · 10x10: 5,468

Pardeep has built the most relatable feed in conveyancing, which is a sentence that would have sounded like a contradiction two years ago. "I'm thrilled to announce that I survived another day in conveyancing" scored 1,459 on its own. The supporting cast is a run of perfectly judged reaction memes: the agent emailing mid-contract-check to say the seller has withdrawn, the other lawyer who replies immediately, the unknown number that gets Googled rather than answered.

It works because it is true, and because the profession's most pressurised corner rarely gets to laugh at itself in public. In between the memes sits genuine community-building, including his energetic promotion of the Modern Law Conveyancing Conference. Ninth on the Indies 10x10 from a 28-post quarter: proof the format is efficient as well as funny.

Superpower

He made "I survived another day in conveyancing" a rallying cry for the most stressed lawyers in the profession.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

BEN KEITH

5 ST ANDREW'S HILL

Barristers · Power score: 12,856 · 10x10: 8,718 (top barrister on 10x10)

Ben did the maths on international law internships in The Hague and found they pay roughly €5.68 an hour, far below Dutch minimum wage. The post struck a nerve well beyond the Bar, and he followed it with a practical series on how to actually become an international lawyer without relying on unpaid work to get there.

He has said plainly that his best posts were never about him: a British man detained in Dubai for filming the Burj Al Arab, a Chinese dissident granted asylum, the extraterritorial rendition of a foreign president. His highest 10x10 score of any barrister this quarter reflects that focus on cases that matter, not personal brand.

Superpower

He did the maths on unpaid international law internships and the whole sector had to sit with the number.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

CRAIG KELLY TEND LEGAL

Indies · Power score: 23,968 · 10x10: 10,275

Craig's quarter ran on pure nostalgia bait, and it worked spectacularly. His post asking who remembers Shandy Bass, discontinued since 2018, had half of LinkedIn reminiscing within hours. He followed it with posts on New Balance trainers going from uncool to essential, and the specific shared pain of a Freddo bar's price inflation.

None of this is legal content in any conventional sense. It doesn't need to be. The engagement speaks for itself, and the format has nearly doubled his total score since Q1.

Superpower

The internet nearly broke over a discontinued shandy, and he was the one who asked the question.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

TAHIR KHAN

THE BARRISTER GROUP

Barristers · Power score: 16,359 · 10x10: 3,928

Tahir posted 130 times this quarter, the highest volume of any barrister on this list, almost all of it daily reflections on faith: Tahajjud prayer before dawn, tawakkul (trust in the divine when the outcome is unknown), and the daily practice of istighfar (the act of seeking forgiveness from Allah for one's sins, mistakes, and shortcomings). It is a consistent, disciplined voice, posting in a register most professional feeds avoid entirely.

His most telling post describes a fellow barrister telling him that posting Qur'an verses on LinkedIn was "unprofessional." He didn't argue, and he didn't compromise either. He explained, plainly, that faith isn't something he switches off when he enters the profession, and kept posting.

Superpower

He was told his faith had no place on a professional platform, and he posts about it anyway, every single day.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

RISHI KOHLI SWEENEY MILLER LAW

Indies · Power score: 12,957 · 10x10: 7,632

Rishi's biggest post this quarter noticed that "Kind regards" had quietly been downgraded to just "Regards" in professional emails, and readers could not stop agreeing that they'd noticed the same shift. He followed it with a run of office-life micro-observations: printer etiquette, Friday annoyances, headphones on Teams calls.

None of it is complicated. All of it is instantly recognisable, and his total score has jumped more than any other Indie this quarter as a result.

Superpower

He noticed 'Kind regards' had quietly become just 'Regards', and readers could not stop agreeing.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

CHRISTOPHER LINTON WOLLENS

Indies · Power score: 24,765 · 10x10: 7,540

Christopher runs a weekly #SundayFunday riddle series that has quietly out-performed most serious legal content on this list for two quarters running. One instalment came with an instruction not to use AI, tagged directly at Simon Marshall, which tells you something about how self-aware the format has become.

Alongside the riddles sits genuinely practical, personable content: a running dilemma about what counts as professional headwear for a bald head in the sun, delivered from the English Riviera with the same lightness as everything else.

Superpower

A weekly riddle series has out-performed most people's serious legal content for two quarters running.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

STEVEN MATHER NEXA

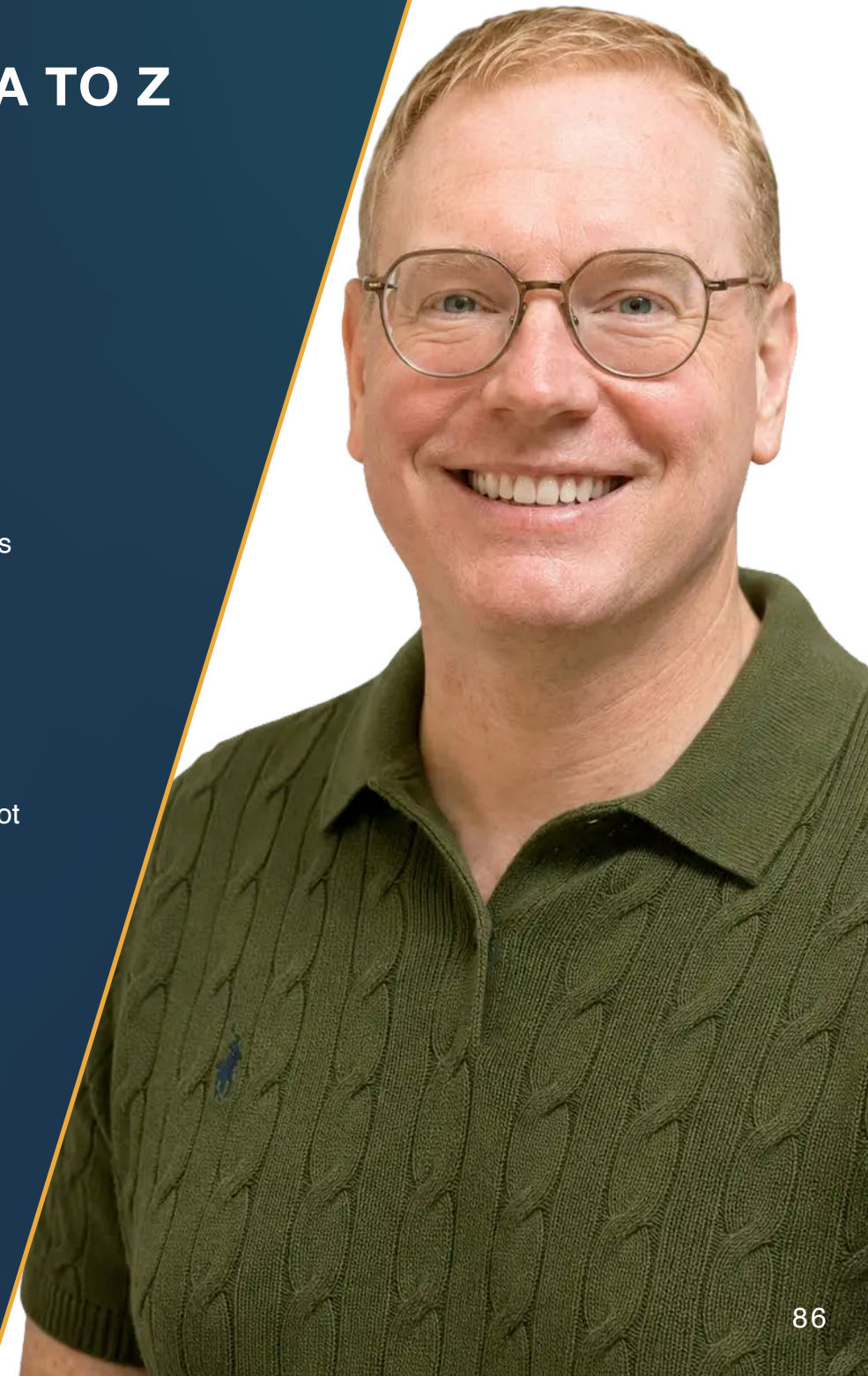
Main List · Power score: 13,373 · 10x10: 5,070

Steven's feed is built on noticing the argument nobody else thought worth having, then having it properly. This quarter's top post relitigated whether a Magnum counts as an ice lolly or an ice cream, complete with a supporting statistic about the over-65 demographic's favourite treat. He mixes this with straightforwardly useful practitioner content, such as a clear breakdown of the Renters' Rights Act's PDF-delivery requirement for landlords.

His tell is the deadpan aside, often delivered in a footnote or an "edited" postscript, undercutting whatever he just said a moment before. He is unusually honest about his own motives too: he has said plainly that he posts for visibility and new work, not for the ranking itself.

Superpower

He can make an argument about ice lolly categorisation outperform serious legal analysis, on purpose.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JAYNE MCGLYNN

DWF

Main List · Power score: 21,680 · 10x10: 6,709

Jayne writes M&A content that survives outside the deal room, which is rarer than it sounds. Her best post this quarter recounts being shouted at across a negotiating table while heavily pregnant, then shaking the same lawyer's hand an hour later, and uses it to separate hard negotiators from difficult people. Her advice reads like something learned rather than looked up: scope out opposing counsel early, hold the floor calmly, stay hard on terms and easy on the person.

She is just as fluent in the domestic register. Her own LinkedIn analytics post, comparing 2,600 impressions on dual-track exits against 107,000 on a croissant prank, is close to a mission statement: she knows exactly what the algorithm wants and posts the deal content anyway, because someone has to.

Superpower

She turns a bad negotiating table into a masterclass on the difference between hard and difficult.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

ESTELLA NEWBOLD-BROWN LESTER ALDRIDGE

Main List · Power score: 10,430 · 10x10: 2,718

Estella posts often and lightly: a daughter's tooth fairy negotiations gone ambitious, a cat she insists is secretly a meerkat, a phonics argument with six-year-old twins that she loses on a technicality. Family law appears in the mix too, most substantively through her book on pets in divorce proceedings, co-written with Sadie Glover, which argues pets deserve better than treatment as chattels under current law.

The throughline is warmth applied consistently rather than any single big swing. Nothing here is trying to go viral. It mostly does anyway, in small, steady amounts.

Superpower

Consistency, not intensity. A seagull at sunset beats most thought leadership.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

DR TUNDE OKEWALE OBE DOUGHTY STREET CHAMBERS

Barristers · Power score: 8,781 · 10x10: 3,822

Tunde writes in a reflective, almost therapeutic register: "The Quiet Cost of Being Reliable", on the people we worry about least often carrying the most, and "Don't Lose Yourself in What You Do", on how success rewards leaving parts of yourself behind a little at a time.

Alongside this sits sixteen years of Urban Lawyers, the charity he is closely associated with, celebrated this quarter at the Houses of Parliament: thousands of people given time, expertise and opportunity by people they may never fully know.

Superpower

He writes like a therapist who happens to be a barrister, then closes with sixteen years of a charity built from nothing.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JAMES QUARMBY STEPHENSON HARWOOD

Hall of Fame · 10x10: 7,119

James writes private wealth and tax commentary that regularly drifts into open political and economic argument, taking positions most of his peers would keep to themselves. This quarter's posts challenged how politicians conflate inequality with poverty, and argued the VAT on school fees policy was ideology ahead of economics.

He writes with the confidence of someone who expects pushback and wants it. Whatever side of these debates a reader sits on, the posts are never vague about where he stands.

Superpower

He takes the unfashionable side of an economic argument and makes people engage with it anyway.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JACQUI RHULE-DAGHER HOGAN LOVELLS CADWALADER

Main List · Power score: 8,728 · 10x10: 5,899

Jacqui's content centres on LGBTQIA+ visibility in the legal profession, written from direct personal experience rather than at a remove. Her defining post this quarter recounts winning Inclusive Campaigner of the Year at the British LGBT Awards, and uses the moment to describe years spent managing what she could safely reveal at work.

She writes in structured, numbered lists even on deeply personal subjects. Her tell is gratitude as structure, not afterthought. Nearly every post closes with a specific, named thank you list rather than a generic sign-off.

Superpower

Every post ends in gratitude, named and specific, because she treats her own visibility as something she owes to others.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

MICHAEL ROSEN KINGSLEY NAPLEY

Main List · Power score: 6,165 · 10x10: 4,952

Michael's feed is where lazy marketing goes to be found out. This quarter he dissected the Starbucks South Korea promotion that AI-generated its way into a national tragedy, asked how a meaningless cyborg advert survived umpteen rounds of sign-off, and wrote a beautifully dry monologue from the point of view of a comms team receiving yet another Co-Pilot-designed internal poster ("That's very thoughtful of you"). Even a Boots hearing aid ad got the treatment, interrogated for a second sentence that added nothing.

The craft point underneath is consistent: words and images are supposed to mean something, and AI makes it easier than ever to publish things that don't. He is generous with the practical stuff too, including the simplest LinkedIn starter advice of the quarter: comment briefly on other people's milestones, it costs nothing.

Superpower

He reads advertising the way opposing counsel reads a witness statement, and AI-generated copy does not survive contact.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

PAUL SAMS DUTTON GREGORY

Leaders · Power score: 5,537

Paul Sams opens one of his posts with a confession: weekends used to involve day drinking, now they involve trying to stay fit, and it is getting harder. That tone, honest, self-aware, slightly amused by his own trajectory, runs through everything the managing partner of Dutton Gregory posts. Across 28 posts, Paul writes about the firm's rebrand, about Star Trek, about team events, and about what it actually looks like to lead a regional firm when nobody is watching.

He was Q1's top-ranked Leader. This quarter he scores higher in absolute terms, 5,537 against Q1's total, but sits second as Paul Jenkins' merger announcement takes first. When the person running a firm shows up like this, consistently, visibly, without pretence, it changes what everyone else thinks they are allowed to post.

Superpower

He shows up as himself, day-drinking confessions and all, and it changes what everyone else at the firm feels able to post.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

COLIN SHAW FRESHFIELDS

Main List · Power score: 5,980 · 10x10: 4,986

Colin's entire quarter is eight posts, and his ten best posts are literally all of them. That is the purest 10x10 performance on the list. The story they tell is a single arc: leaving one firm after nearly a decade, joining Freshfields as Head of Leadership and Partner Development, and narrating the move in honest weekly instalments. Week one: head hurts, in the best way. Week two: the London Bridge commute is not for the faint of heart. Week five: the shock of starting again, and the reminder that ten years ago he and his husband left South Africa with nothing but a plan.

"Growth and comfort rarely coexist" is the line that anchors it, and coming from the person now responsible for developing Freshfields' partners, it lands as lived practice rather than a poster in a stairwell. A near-perfect demonstration of this report's thesis: eight posts, every one of them counting.

Superpower

Eight posts all quarter, and every single one scored. Nobody operated deeper inside the green zone.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JOEL SHEN WITHERS

Hall of Fame · 10x10: 2,147

Joel writes in a distinctive numbered-list format, even on his most personal material. His Mother's Day post traced his mother's life from a rural Indonesian island in 1951 through immigration, eleven siblings, and the family business, using the same clean numbering he'd use for a client memo.

He also wrote candidly about growing up in a Singaporean-Chinese family where affection was rarely spoken aloud, and marked twenty years at the Singapore Bar with reflections on the profession's ongoing conversation about stress and burnout.

Superpower

He turns a numbered list into some of the most quietly moving writing on the platform.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JEN SHIPLEY FIELDFISHER

Hall of Fame · 10x10: 6,228

Jen wrote about losing a pregnancy this quarter, the second time she has experienced that loss, and did so with enough openness that the response reshaped her quarter's numbers entirely. She followed it with a second post thanking readers for the response and sharing a photograph that, in her words, made her smile.

Alongside that sits ordinary family life: a toddler's first steps, reflections on a strong year moving firms. The contrast is powerful: grief and small daily joy sitting in the same feed, told by the same honest voice.

Superpower

She turned private loss into something that made thousands of people feel less alone, twice.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

QARRAR SOMJI WITANS

Indies · Power score: 22,068 · 10x10: 4,877

Qarrar turns real client situations into legal lessons that read like anecdotes rather than warnings. His post on a client insisting he wasn't a director, despite approving spending, leading negotiations and signing off accounts, is a genuinely useful explainer on shadow directorship dressed as a story.

His M&S Percy Pig post, about a legal letter sent to a small Hertfordshire ice cream café with sweets attached, is a rare example of a cease-and-desist being celebrated rather than mocked, because the tone was so well judged.

Superpower

He turns real client war stories into legal lessons that read like anecdotes, not warnings.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

MARK STEPHENS CBE HOWARD KENNEDY

Hall of Fame · 10x10: 28,550

Mark writes about whatever has caught his eye that morning, and what has caught his eye is rarely law. A Serbian ruin, a FIFA sponsorship spat, a stone ceiling in Westminster Abbey, the quiet heroism of Rose Valland smuggling intelligence past the Nazis from behind a museum desk. The connecting thread is not subject matter, but rather Mark's temperament. He notices the telling detail, states it plainly, and lets the reader do the rest of the work.

Reading his body of work, in toto, you get a sense of a man unshackled, a lawyer to whom the usual rules of partnership and its inherent censorship no longer apply. He admits to being his own target audience: "It's just to make me laugh". His register is dry, understated, occasionally political without ever sounding like a lecture. He uses expected humour to draw us in, and then he slays us with unexpected insight and emotion. Hence why we think you should read all his posts twice. Clients love lawyers to be human first and lawyers second. Otherwise, how can they relate?

Superpower

He simply notices things, and a 150,000-plus power score later, so does everyone else.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

DR. TREVOR D. STERLING MOORE BARLOW

Leaders · Power score: 3,822

Trevor's defining post this quarter is titled "Full Circle": he left school at 16, went on to qualify as a solicitor in 1993, and three decades later received an honorary doctorate from The University of Law in recognition of his contribution to the profession and social mobility.

He writes often about his sons, Rocco studying criminology and Rio, a musician and artist, and about watching them find their own, different paths. His posts move easily between personal reflection and professional milestones, always grounded in where he started.

Superpower

He left school at 16, became a solicitor, and now holds an honorary doctorate that starts the story over from that fact.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

JIM STURMAN KC 2 BEDFORD ROW

Barristers · Power score: 14,200 · 10x10: 3,412

Jim's feed runs on Spurs banter, hashtag-heavy football commentary, and a genuine health scare handled with characteristic humour: a cataract diagnosis that briefly left him partially blind, resolved through surgery at Moorfields Eye Hospital and told with warmth for the staff who treated him.

He also mines his own career history for content, unearthing a 1984 chambers list from his clerk that shows him as the junior tenant, decades before taking silk.

Superpower

Spurs banter and a genuine eye-surgery scare, tagged with more hashtags than anyone else on this list, and somehow it all works.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

GERTRUDE TAMADE DENTONS

Main List · Power score: 7,401 · 10x10: 6,569

The most globally interesting entry in this appendix files from Port Moresby. Gertrude made partner at Dentons PNG this quarter, and the announcement was only her second-best post. Her best was moving the court admission of a young lawyer, Lyzann Kouni, and ushering her into the profession; the admission of a second junior colleague also outscored most of her feed. Read that again: her own partnership mattered less to her audience than the doors she opened for other people, and you suspect she would have it no other way.

Around those milestones sits her "Friday junior counsel" series, practical litigation mentoring with real edge: how to build a legal point so it withstands opposition, or what to do when the judge is plainly against you. Twenty-two years of practice distilled into posts for people in year two. Nearly 90% of her score comes from her ten best posts, on a feed of just sixteen.

Superpower

Her own partnership announcement was only her second-best post. Ushering a junior lawyer into the profession beat it.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

SOPHIE WARDELL HIGGS LLP

Hall of Fame · 10x10: 5,650

Sophie writes about mental health, inclusion and parenthood with the same plainspoken register throughout. Her post on mental ill-health hiding in plain sight described the performance of being fine as something that can hold for a long time, until it doesn't. Her post on LGBTQ+ ally lanyards did the quieter work of explaining what a strip of fabric can mean to someone who needs it.

She also writes with real warmth about ordinary parenting moments, sports days and the finite number of them a parent gets, without ever tipping into sentimentality.

Superpower

She writes about mental health, inclusion and parenthood with the same plainspoken honesty.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

PAULINE WILD FORBES SOLICITORS

Leaders · Power score: 4,199

Pauline writes about the guilt of missing bedtime as a young corporate lawyer 17 years ago, and about what she'd tell that version of herself now. This quarter she was also Highly Commended in the Law Firm Leader of the Year category at the Women and Diversity Law Awards, a recognition she wrote about with real specificity about what the shortlist meant to her.

She is candid about the chaos of running a firm and a family at the same time: financial year-end spreadsheets colliding with dog-sitting favours, four children's birthdays crammed into one month. Twenty-four years at Forbes, and she still writes like someone who remembers what it felt like to be junior.

Superpower

Twenty-four years at one firm, and she still writes like someone who remembers what it felt like to be junior.



THE PEOPLE BEHIND THE NUMBERS, A TO Z

HELEDD WYN ROTHLEY LAW LTD

Indies · Power score: 22,071 · 10x10: 5,715

Heledd was called a "greedy solicitor" and a "loathsome criminal" in a client email this quarter, after declining to give free advice on a lengthy, AI-generated background brief, and turned the experience straight into content rather than letting it sting privately.

She was equally candid, and considerably warmer, about last quarter's ranking: "I'm an outlaw and very definitely a goddamned delight" is not a line most professionals would write about themselves, and it landed exactly as intended.

Superpower

She got called a 'loathsome criminal' in her inbox and turned it into one of her best posts of the quarter.



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