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Tim Whiting

Founding and managing partner, Whiting Law Group

Age: 48

Years at firm: 15

Law school: University of Wisconsin Law School

Practice area: Trucking, serious injury

What value do you find in your practice in addition to the monetary reward?

I get to really walk in the shoes of my clients and empathize with their struggles when their lives are turned upside down through no fault of their own, and make an impact in their lives while handling their case. I also get out an absolute joy of helping so many different organizations and people that rely on our support now monthly and yearly, and that are changing lives.

Within the practice of personal-injury law, what trends and changes have you seen?

I think there's two things that have changed in the Chicago and national personal-injury scene: lawyer collaboration on cases and hyper-specialization. I see a lot more lawyers, including myself, co-counseling with other lawyers that maybe have more specialty in this particular case. Since 2010, I have more or less specialized on trucking accidents. It's focused my marketing efforts, it's allowed me to be brought in by other lawyers as co-counsel, and it's allowed me to be really, really good at something I really like. These trucking cases are so complex. There's just so much information that if you don't specialize in it, you're really not getting the most information on a client's case. If a young lawyer came to me and asked me, what's my best advice in personal-injury, I would say hyper-specialization. Become really, really good in one area. You'll better serve your clients, and it helps you focus your marketing. If you're hyper specialized, it takes you out of the general competition against big billboard advertisements.

Chicago Lawyer staff writers Emily Donovan, Lauren P. Duncan, Andrew Maloney, Patricia Manson, David Thomas and Lauraann Wood and editor Marc Karlinsky contributed to this report.