

How Southworth PC Grew from \$370K to \$3.8M in Six Years

When Shaun Southworth launched Southworth PC, his mission was clear: protect federal employees whose careers were threatened by workplace injustice. But scaling a law firm in one of the most complex areas of employment law quickly exposed operational bottlenecks. Attorney training took months, leadership decisions funneled through Shaun, and growing intake demand pushed the firm beyond its capacity. Through Crisp Coach, Shaun implemented structured leadership systems, scalable operations, and strategic marketing. Through Crisp Recruit, he built the operational leadership team needed to support growth. The result is a firm that expanded nationally, growing from \$370K in revenue in 2019 to \$3.8M in 2025, while reaching tens of thousands of federal employees.

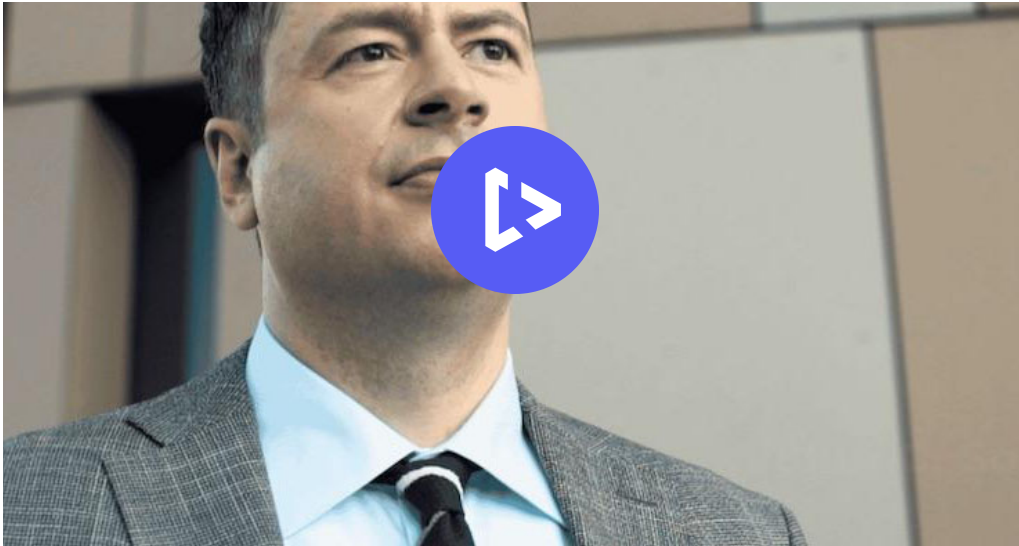
900%

Revenue Growth

89%

Increase in Intake Capacity

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FIRM NAME

Southworth PC

PRACTICE AREA

Federal Employment Law
Civil Rights Law

LOCATION

Georgia & Washington D.C.

HOW CRISP HELPED

Crisp Coach
Crisp Social Stack
Crisp Recruit
Client Experience Optimization
Specialty Video

Southworth PC

Shaun Southworth did not grow up imagining he would run a national law firm.

He grew up in a double-wide trailer in rural Wyoming. He was the first person in his family to attend college. Competitive debate became the turning point that opened new opportunities for Shaun. He won a national parliamentary debate championship at Sheridan College and continued his studies at Grinnell College.

After graduation, Shaun joined Teach For America in Las Vegas. Those classroom experiences deepened his commitment to justice and ultimately led him to Duke University School of Law.

During law school, Shaun represented an HIV-positive client whose barbering license had been unjustly revoked. Using the Americans with Disabilities Act, he successfully restored the client's ability to work.

That case shaped the direction of his career.

Shaun realized many people lose their livelihoods not because they did anything wrong, but because the legal systems protecting them are too complex to navigate alone.

He eventually founded [Southworth PC](#), a law firm dedicated to helping federal employees navigate the complicated web of agencies, statutes, and regulations that govern federal employment.

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Demand for the firm's services began growing faster than the firm's systems could handle.

The Results

Achieved 900% Revenue Growth While Building a National Federal Employment Practice

Southworth PC grew from \$370,000 in annual revenue in 2019 to \$3.8 million in 2025, transforming from a small practice into a nationally recognized law firm serving federal employees across the country.

Built the Operational Infrastructure Needed for Rapid Growth

Through Crisp Recruit, Southworth PC hired key operational leaders, including a Director of Operations and a Paralegal Manager, who built the systems required to support rapid growth.

Expanded National Visibility and Thought Leadership

Shaun grew his audience from a few thousand followers to more than 170,000 across social media, including over 100,000 TikTok followers, positioning the firm as a trusted source of guidance for federal employees.

Created a Scalable Training System for Complex Federal Employment Law

The firm developed "Mindset", a 400-module internal

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complex federal employment cases.

Improved Intake Capacity and Client Responsiveness

By expanding the intake team and implementing structured processes, the firm increased scheduling capacity by 89%, allowing prospective clients to connect with attorneys faster.

Built a Community That Supports Federal Employees Nationwide

Shaun launched The Mindful Federal Employee, a membership community that now serves approximately 400 members through weekly trainings and educational resources.

Tired of missing out on the best cases?

If you're done playing small, we're ready to help. Get in touch with us and take the first step towards unlocking your firm's full potential.

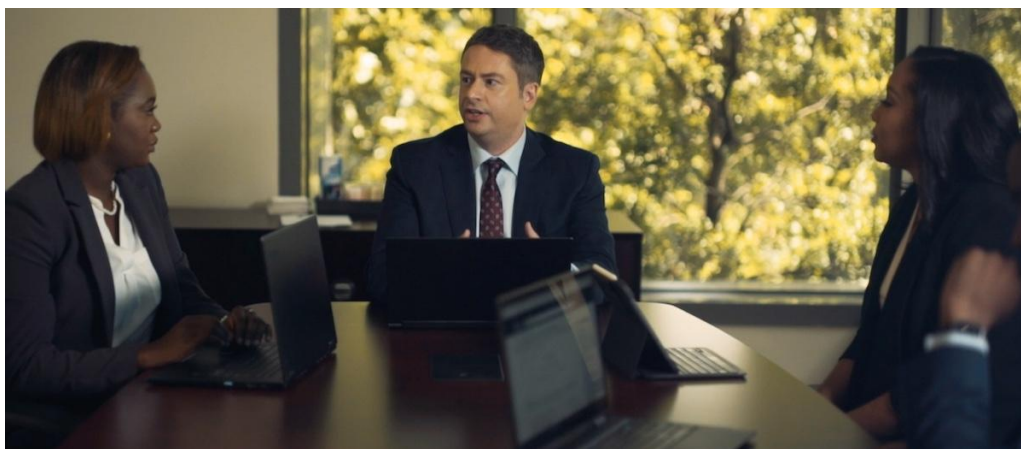
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The Challenges

Federal employment law is widely considered one of the most complex areas of employment law. Cases often involve navigating agencies such as the Merit Systems Protection Board, the Equal Employment Opportunity Commission, and the Office of Special Counsel. Each agency operates under its own procedures and regulatory frameworks.

Training attorneys to operate effectively in this environment takes time and structure. As Southworth PC began growing, Shaun realized the firm's internal systems were not built for scale.

Attorney onboarding took months. Leadership decisions ran through Shaun. Intake demand began exceeding the firm's capacity to respond quickly to prospective clients.



At the same time, Shaun's thought leadership began attracting national attention. Federal employees across the country were turning to his social media platforms for guidance during a period of political uncertainty and workplace disruption.

Demand was accelerating.

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Shaun needed systems, leadership support, and operational clarity if he wanted the firm to scale while staying true to its mission.

How We Helped

Clarifying the Role of the CEO

Through the [Crisp Coach](#) program, Shaun began redefining his role within the firm.

Instead of personally managing every operational detail, he began focusing on defining measurable goals, creating accountability through clear KPIs, and empowering team members to make decisions aligned with the firm's mission.

This shift toward servant leadership allowed attorneys to manage client matters more independently and helped eliminate leadership bottlenecks that had slowed the firm's growth.

Building the Operational Leadership Needed to Scale

As the firm continued growing, Shaun realized the business needed experienced operational leadership.

Through [Crisp Recruit](#), Southworth PC hired its first Director of Operations, bringing in the operational leadership needed to support the firm's rapid growth. This role helped build the

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improving visibility into key performance metrics.

The Director of Operations also helped transition the firm to a fully remote national team, allowing Southworth PC to recruit talented attorneys and staff from across the country.

Shaun described the impact this way:

“This leader has ensured our processes run more smoothly, our data gathering is stronger, and that our team can focus on what they do best. He has brought alignment and clarity to our operations so that the entire firm can move in the same direction.”

Strengthening Litigation Support Through Specialized Leadership

As case volume increased, the firm needed stronger operational support behind the attorneys.



Through [Crisp Recruit](#), Southworth PC hired a Paralegal Manager to oversee the firm's litigation support department.

The role focuses on supporting attorneys working in a complex regulatory environment by coordinating deadlines, compliance requirements, and case workflows.

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focus on legal strategy while the support team managed operational coordination.

Shaun described the impact this way:

“This leader stepped into a paralegal manager role where she oversees the operations of our paralegal department. She assumed leadership right away and exceeded even the high expectations I had coming into the process.”

Building a Team of A-Players

Crisp Recruit focuses on identifying candidates who align with a firm’s values, culture, and long-term growth goals.

Instead of choosing from the limited pool of applicants who apply to open roles, the process identifies high-performing candidates who match the firm’s ideal candidate profile.

Through this process, Southworth PC hired four operational support roles through Crisp Recruit, strengthening the firm’s ability to scale.

These hires helped Shaun build the internal capacity needed to support rapid growth without increasing his personal workload.



operations.

“The leadership training I received through Crisp helped me recognize Lydia’s potential and create the space for her to lead at a high level,” Shaun said. “She has done an exceptional job building and driving a culture of excellence at the firm while also helping create an environment where our team members do not just perform, but personally thrive.”

Lydia is helping Southworth PC grow and operate more efficiently than ever. Thanks to her promotion into a leadership role, Shaun was able to focus on serving as a thought leader and advocate for federal employees, closely monitoring developments at the EEOC, MSPB, and in federal court, and designing scalable litigation strategy and attorney-training systems for the firm.

Lydia also uses Crisp coaching as part of her own leadership development, which has helped reinforce the firm’s rapid growth.

Developing Team Members Through Crisp Experience

Team members hired through Crisp Recruit, including Southworth PC’s Director of Operations and Paralegal Manager, continued their development through [Crisp Experience](#), a comprehensive team training program designed to accelerate the growth of high-performing legal team members.

Through workshops, community collaboration, and access to Crisp Academy resources, they gained additional tools to strengthen operational leadership, improve team alignment, and support the firm’s rapid growth.

build systems and lead teams within an increasingly complex and fast-growing firm.

Where They Are Today

Today, Southworth PC operates as a rapidly growing national law firm dedicated to protecting federal employees.

The firm now reaches tens of thousands of federal employees through thought leadership, education, and community outreach.

Shaun's social media platforms provide guidance to individuals navigating workplace uncertainty, layoffs, and complex regulatory issues affecting federal employees.

The firm also continues to grow its membership community through **The Mindful Federal Employee**, where federal employees can access educational resources designed to help them protect their careers.

Inside the firm, the transformation is equally significant.

Shaun now leads the firm as CEO rather than managing every operational detail.

He has built leadership infrastructure, operational systems, and a team capable of supporting continued growth.

What began as a small law practice has evolved into a national advocate for federal employees.

And the mission that started with a single case has now grown into a platform that supports thousands of public servants across the country.

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Ready to see how Crisp can do the same for you?

If your law firm faces similar challenges, let's talk. We'll help you take the first step towards transformational growth.

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The Fastest-Growing Law Firms in America Trust Crisp



CASE STUDY



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