

MONTHLY ONGOING SUPPORT PROGRAM

In 2015, the ABA reported that the United States had 1.3 million lawyers licensed to practice. Unbelievably, 98% of those lawyers work in firms of less than 50 lawyers. Of those, less than 10% have a written marketing/business development strategy and less than 30% of them have a written business or strategic plan. As a result, many of these firms fail to obtain the success that could be theirs and struggle to compete with larger firms with more resources. Imagine if a small firm could compete.

What would change if your firm had a written strategy, implementation plan, training to establish a business development culture and resources to show each lawyer how to harness their efforts more efficient and effectively? Focused efforts lead to profitability. Everyone knows this, but many simply don't have the internal resources or time to obtain the needed focus. Others feel they can't afford to hire the consultants need to accomplish all the elements needed to create the desired outcome.

That is where Competitive Advantage can help.

Competitive Advantage is a program offered exclusively by Law Strategy Corp (LSC), and designed specifically to address to core needs of firms with less than 50 lawyers. Now your firm can take advantage of many of the resources that larger firms have been maximizing for years. How much more could your firm accomplish if it had a marketing plan that aligned the firm's brand and objectives, business development plans and training for each of your lawyers, written strategic goals, implementation plans, law practice management reviews of your key expense areas, leadership training and business development coaching at its disposal? And, all at a price point that the firm could afford?

Now you can.

Competitive Advantage offers a bundled suite of services including:

- Preparation and facilitation of a one day retreat entitled *The go Day Strategy* with the firm's selected leadership. This program combines interactivity, team-building and strategic goal setting. Firms leave with written goals, plans and action steps based on the firm's core values and most immediate needs. The planning process can then be used as an outline to keep building goals, plans and actions steps to achieve success on an ongoing basis.
- Assistance with goal implementation and follow-up from the retreat with the firm's executive committee or goal designee. This assistance can be done via phone or in conjunction with the in-person lunch-and-learns described below.
- Five on-site business development lunch-and-learns that would be open to all of your attorneys. See a list of training topics attached.
- Each partner will be offered an Individual Business Development Plan template, with instruction and training on the importance of completing and adhering a plan. LSC will review the plans with each lawyers and conduct a thirty minute phone call to each lawyer to ensure that they are realistic. This process provides each partner a business development "roadmap" they can use throughout the year.
- Four one hour coaching sessions for the firm's managing partner.
- Six one hour monthly business development coaching session for five (note that this number can be increased to up to eight for an additional fee) partners during the year. Coaching includes a complete assessment, goal setting, and development of a plan to reach certain business development objectives, along with ongoing access to their coach throughout the year for brainstorming and feedback.
- Website review and analysis to determine how prospects, clients and others are utilizing your site currently, where traffic is being generated and if any enhancements need to be considered.
- Review existing marketing activities and spending, to determine what is working and what is not, if expenses are aligned with the firm's overall strategy, and if spending is being done in areas that are generating profit. A report of findings would be given to the firm following this analysis.
- Review your existing marketing collateral including leave-behinds to determine if your materials align with your firm's desired message and brand. A report of our findings will be presented to the firm's management.
- Conduct two associate training sessions designed to deliver the basics of business development or one half-day practice group leader training session.
- Conduct two in-person staff training sessions on customer service.

- Provide access to weekly podcasts to reinforce business development efforts.
- Review of five key partner bios and offer feedback and ideas to maximize these tools and build further experience and expertise.
- Review and revise the LinkedIn profiles of attorneys who desired to optimize their position on this platform.

Price: \$3,450 per month for twelve months for firms of fifty attorneys or less (plus reasonable travel and related expenses which will be billed separately.)

Training Topic Menu

Law Strategy Corp: Competitive Advantage

Training

Great training demands good content and an enthusiastic speaker. But training has little value unless it leaves the participants with some concrete “take-aways” that they can implement in both the short and long term. LSC does just that.

Training is most impactful when it is done often. Like any skill, you achieve better results the more you practice.

Hour long programs are just long enough to convey a message and allow participants to actively interact and practice the skills discussed. All of our programs are conversational and highly interactive. You can choose five of the programs below. Our one-hour attorney training programs include:

- Jump Start Your Business Development Efforts
- Business Development Essentials
- Your Business Development Disposition and How to Exploit It
- Strategic Targeting – Finding New Clients that Fit Your Firm’s Ideal Client Model
- Low Hanging Fruit – Building Long Lasting Relationships with Existing Clients
- Leveraging Your Expertise
- Using Social Media to Expand Your Personal Brand
- Finding Time to Find Opportunity
- Establishing the Proactive Practice

We also offer programs that are designed specifically for younger associates. These include:

- Networking for Those Who Would Rather Stay Home
- Five Things Every Lawyer Can Do Today to be More Successful Tomorrow
- How to Manage Your Time So It Doesn’t Manage You

Practice Group Leaders Training

Practice Group Leaders often struggle with how to build a solid plan that their teams can rally around. Given that many of your leaders have never functioned as true leaders of a group, I think that this program could be extremely valuable.

LSC developed this half-day program specifically for leaders. The program is based on the principles learned in the U.S. Army and is called Strategic, Operational, and Tactical Planning

for Leaders. This half- day program lays the foundation of what is required to establish, design, lead, and motivate teams.

From developing strategies based on the firm's overall business objectives to determining which tactics individual attorneys on each team should consider, this program inspires leaders to think through how their group can achieve more through disciplined focus, goal setting, and execution. The program takes leaders through exercises designed to give them a good foundation to strategically build a customized practice group plan to fit their objectives and that aligns with the firm's overall goals.