

# How to Create an Exceptional Law Firm in 5 days



**32 CPD Hours... and compliance with Rule 5 too!**

**An interactive programme designed specifically for the legal sector tailored for Managing and Senior Partners, and Heads of Department Programme Delivered by Beyond the Brief**

## Yesterday's tools won't secure your tomorrow!

Today's partners need to be skilled in business, leadership and management to gain a competitive advantage. This programme has been designed to equip partners with vital tools and techniques that are essential to survive and to succeed in these challenging times.

### Choose from the following:

- Stand alone half day taster session – 3 CPD hours
- One or more of the 5 practical workshops over 3 months – each day 6 CPD hours
- All of the 5 practical workshops supported by an individual 2 hour coaching session to ensure you focus on your achievement goals for this programme – 32 CPD hours

The workshops include - case studies, interactive exercises to take away and implement, up to date information on the challenges facing the profession and those in the business of law, expert presenters and guest speakers from law firms, facilitated discussions to share best practice, tips and techniques and action plans for delegates to take away and implement immediately.

## Half day taster session - 15th September

**See more, do more, with this intense introduction to building your exceptional law firm.**

This work shop includes:

- Unlocking the business development of your team
- Increasing the profitability of your fee earners
- Cutting costs by reducing the ratio of support staff to fee earners
- Surviving an SRA monitoring visit - A whistle stop tour
- Being and staying motivated in times of change and uncertainty

**“Exceptional - one of the best, thought-provoking seminars I've attended”**

Mike Fox, Managing Partner, Slater Heelis

## Workshop 1 - 28th September 2010: Strategy for Creating an Exceptional Law Firm including Change Management Best Practices by Ann Page

**Create a strategy and implement new business models.**

The workshop includes:

- Opportunities for law practices in the changing legal landscape including Alternative Business Structures and their impact on you
- Strategy development cycle exercises to review strengths and identify and address areas for continual improvement
- Understanding the impact of change on partners and all levels of personnel
- Setting up a business change project to implement strategic and operational plans and ensure that they are completed to time and budget
- Communication strategy and a process for team involvement and ownership
- Understanding the advantages and common pitfalls of project working

## Workshop 2 - 6th October 2010: Leading and Motivating Staff in Challenging Environments by Ann Page

**Develop your own leadership and management styles to get the most from your team.**

This workshops includes:

- Understanding leadership and its impact on your organisation's survival
- An assessment of your leadership style
- Practical steps to becoming a respected leader
- Managing and motivating your team whilst applying challenging targets
- Giving and receiving feedback to motivate and improve performance
- Recognise and apply three motivational models
- Critical delegation skills for leaders

## Booking Information

To book onto any of these courses, contact us on 0845 608 3388 or book online at [www.business-support-solutions.co.uk/training](http://www.business-support-solutions.co.uk/training) or [www.beyondthebrief.com](http://www.beyondthebrief.com)

**“I found the event extremely stimulating and everyone I have spoken to has told me how enjoyable and thought-provoking they found it.”**

Andreas Neocleous & Co (3 days in-house)



### **Workshop 3 - 11th October 2010: Professional Compliance and Financial Management by Adèle Warchester and Gary Cook**

**The SRA will visit every law firm in England and Wales as part of its regulatory function. This workshop focuses on professional compliance and financial management to enable you to prepare effectively for the event.**

#### *Part 1. Compliance Management*

- Business Management – your professional obligations
- How the SRA monitors firms and key areas of scrutiny
- How to make the most of the PSU visit
- Standards of a well managed law firm
- Pros and cons of Lexcel

#### *Part 2. Financial Management to achieve your strategy and business goals*

- Effective day to day financial management for running your legal business; including working capital management
- Understanding the difference between cash and profit to underpin the strategic development of the firm
- Improving profitability; managing and controlling expenses
- The link from business planning to financial planning; setting and achieving challenging business targets; measuring business performance

### **Workshop 4 - 21st October 2010: Marketing and Business Development by Ian Brodie**

**Ensure that your strategy flows in to your routes to market and you have sound client relationship management policies**

#### *Part 1. Strategic Marketing post Legal Services Act*

- Understanding how and why clients buy – channels and decision criteria
- Which marketing approaches do and don't work for legal companies
- How your brand supports your marketing initiatives
- How to build a "marketing habit"

#### *Part 2. Business Development*

- What "selling styles" are appropriate for a law company
- How to address both rational and emotional client needs
- Dealing with tenders/requests for proposals
- Growing the business development skills of your team

### **Workshop 5 - 2nd November 2010: Managing Teams including Dealing with Difficult Behaviour by Ann Page**

**Develop best practice techniques to engage and get the best out of your team**

This workshop includes:

- Steering and engaging your team through times of uncertainty and change
- Developing the team(s) ability to deliver the bottom line and to be proactive in developing the business
- Team profiling and assessment exercise
- Building rapport and influencing partners and staff to gain their commitment
- Key time management techniques
- Handling difficult behaviour effectively

### **Follow Up 1:1, 2 hour Executive Coaching Session**

**An executive two hour coaching session on the specific action plan of your choice is an integral part of this programme to ensure that you achieve all your learning goals and action plans.**

**“Very good – provocative – challenging”**

Blandy & Blandy (4 days in-house)

**“Thank you for a very enjoyable and informative course”**

Wrigleys (3 day public course)



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