

MODULE ONE – NOVEMBER 15, 2022
VIRTUAL WORKSHOP – TWO HOUR PROGRAM

INTRODUCTIONS & BUILDING A STRONG FOUNDATION

**PROGRAM WELCOME. SALES V. MARKETING,
& EFFECTIVE INTRODUCTIONS**

PURPOSE: To discover the roadmap to follow and the specific steps to achieve business development goals. To develop, practice and refine a unique “elevator speech” and facilitate connections among the participants.

Participants are introduced to each other as well as the marketing cycle and sales process. This module includes addressing the reluctance some lawyers have in “selling” by defining exactly what it is in the context of selling professional services. By laying out the specific phases of the sales process and detailing what activities should be undertaken at each juncture from planning to retaining and growing clients, lawyers have a clear roadmap to follow and an in-depth understanding of what can and should be done to advance to the next step.

Creating and delivering an elevator speech is essential for effective relationship development and networking. First impressions can make or break a relationship. In this program, participants learn what it is (a 10 second “tagline” that is succinct and memorable, focused on benefits and delivered effortlessly) and then practice and revise it as appropriate to the situation.

The FIRM Guidance “Elevator Speech Worksheet” will be provided for the small amount of advance work required in this kickoff.

MODULE TWO – DEC 2, 2022 AND JAN 7, 2023
TWO VIRTUAL WORKSHOPS – ONE HOUR EACH

LEADERSHIP

PURPOSE: To guide you to develop important leadership skills for your career, including identifying and leveraging your own style for the benefit of your practice, team, and firm.

AGENDA FOR THIS MODULE:

These workshops are designed to help you develop your personal leadership, team leadership, and project management skills specifically in the legal context. Participants will also develop a personal leadership plan to put their learnings into action and transform as a leader. In this module, you will:

- Identify your personal leadership style and the emotional intelligence components that support effective leadership.
- Understand how legal training impacts emotional intelligence and leadership.
- Understand the components necessary to build and lead an effective high-functioning team.
- Learn how to incorporate personal leadership and team leadership to successfully manage a process improvement project.
- Identify opportunities for the development of personal leadership, team leadership, and/or project management skills and develop a plan to expand those skills.

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TWO VIRTUAL WORKSHOPS – ONE HOUR EACH

PRACTICE MANAGEMENT & PROCESS IMPROVEMENT

PURPOSE: To gain knowledge of key process improvement and project management concepts and tools for a more efficient practice that delivers greater value to your clients and your firm.

AGENDA FOR THIS MODULE:

Process improvement, project management, and Design Thinking are being used by the legal profession to produce efficiency, predictability, excellence in work product and service delivery, while enhancing employee and client experience and improving the chances of successful outcomes. No trade-offs are needed by either the firm or the client when employing these approaches, because everyone wins.

The program includes a brief introduction to key process improvement terms and methodologies, an explanation of project management, and how PI and PM work together. In this module, you will:

- Learn about process improvement, project management, and how they work together.
- Understand what Design Thinking is and how it is used in the legal industry.
- Find out how to get started on a PI/PM/DT program.
- Practice using PI, PM, and DT for competitive advantages: case studies of what others in the legal profession are doing.
- Learn how combining PI, PM and DT produces a winning equation for everyone.

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TWO VIRTUAL WORKSHOPS – ONE HOUR EACH

PLANNING FOR SUCCESS

PURPOSE: To understand benefits of networks available in and through your firm. We'll discuss the value of relationships and defining the scope and roles of those involved when it comes to referrals and collaborative cross-selling efforts. You'll gain insights on bridging cultural differences of firms from different countries and ways to establish productive multi-cultural collaboration in the interest of the client, your firm and SCG Legal.

AGENDA FOR THIS MODULE:

- Set SMART goals.
- Develop your individual business plan that leverages your strengths.
- Focus on actionable plans to build long-term business development habits and solidify your relationships.
- Develop a long-term business development strategy and execute your short-term business development plan.
- Building referral sources and clients for life.



FIRM GUIDANCE/MACDONAGH CONSULTING

Catherine Alman MacDonagh, JD is an award-winning lawyer entrepreneur, consultant, professor, author, and speaker. With FIRM Guidance, she offers planning, organizational development, marketing, and business development consulting services with a particular focus on the legal profession.



THE LEGAL LEAN SIGMA INSTITUTE

LLSI is the first and only organization that offers a full range of consulting services and certifications in process improvement and project management as well as certificate programs and workshops for legal departments and law firms / offices.

Institute Results

The Institute has been designed to encourage new law firm partners to be proactive business development and business operations leaders within their firms.

The Institute's Priorities

01

Introduce you to practice of law best practices across the legal profession.

02

Provide practical knowledge and tools to guide you in developing your business development skills and building a pipeline of business development activity.

03

Advance your personal and professional brand across the SCG Legal network, as well as other sources of business opportunity.

04

Demonstrate how to define value and tap into your personal and professional networks to grow your book of business.

05

Connect and get to know fellow participants to expand your international relationships across the globe.

06

Provide a forum for sharing knowledge, best practices and expertise.

Eligibility

SCG Legal New Partners Institute is limited to a group of 18 participants across different firms, mixed globally. Each member firm can only nominate one new partner to participate in the program.

NOTE: *Each participant needs to commit to participating in all the program workshops. It is understood that conflicts may come up making participation in a module impossible, but we are looking for members who are engaged and committed to the Institutes' curriculum and technological tools.*

SCGLEGAL[®]

A WORLDWIDE NETWORK OF LEADING LAW FIRMS

SCG Legal, a worldwide network of 122 independent law firms, was founded in 1989 and includes firms—80% of which are Chambers ranked with Chambers-ranked attorneys in the balance—that house legal, regulatory and, in many countries, public policy practices. Members serve clients in major commercial centers and capitals in more than 62 countries, every U.S. state capital city and the District of Columbia.

Firms in the network are unified by a culture of premier legal practices and industry leadership; an elevated dedication to client service and responsiveness; a commitment to diversity and inclusion; and a devotion to transparent, innovative and fair billing practices.

CONTACT US

To book your firm's newly-promoted partners into The New Partner Institute or learn more about the Institute, please use any of the contact details below.



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