



**SCGLEGAL<sup>®</sup>**

A WORLDWIDE NETWORK OF LEADING LAW FIRMS

# **New Partner Institute**

Business of Law and Business Development  
Program for SCG Legal Member Firms

[scglegal.com](https://scglegal.com)

# About The New Partner Institute (NPI)

The mission of NPI is to springboard the careers of newly promoted partners—those elevated within the last two years—who want to establish a competitive advantage through the right resources, tools, networks and insights to help them become more proactive, productive and profitable.

NPI is a unique executive training program that addresses the challenges faced by new partners of today's modern law firms. We focus on enhancing the critical leadership, business development and matter management skills lawyers must master to position themselves for success, both now and in the long-term. Combined with group training resources and our faculty

of law firm operations and business development experts, this program delivers the tools and guidance necessary to craft, expand and promote booming practices for each new law firm partner.

As part of the program, new partners will be assigned to a group of 18 attorneys from firms around the globe. In a partnership with the Legal Lean Sigma Institute, FIRM Guidance/Catherine Alman MacDonagh, JD., the program will offer live Zoom workshops, opportunities to work in small teams for applied learning, templates, and tools, and executive coaching.

By the end of the program, participants will have received training on the key concepts required to lead, build a sustainable book of business, target and develop a new network of relationships for business development, and design a system that works for them for tracking actions toward the completion of their objectives.



## Institute Curriculum

This eight-month program begins with a two-hour kickoff during which participants have the chance to practice and refine effective introductions (aka the “elevator speech”) as they are introduced to one another.

The subsequent six 60-minute group training sessions take place every month, delivering specific and fundamental

skills and resources for building and managing any practice. In addition, participants will discuss and apply the concepts they learn in a smaller group workshop environment using breakout rooms on Zoom.

A focus on planning helps each new partner establish their unique practice objectives and set up a relationship and business development targets. In addition to the training modules, we also include an optional, individual executive coaching session for each participant at the mid-term to help lawyers with their business development plans as well as to address concerns and challenges they would prefer to discuss in a private versus group setting.

The net result is stronger business development skill sets, more fruitful relationships with clients, prospects, referral sources and each other, and sustainable revenue growth strategies for each partner engaged in the program.

## MODULE ONE – NOV 20, 2024

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 – JAN 15, 2025 AND FEB 19, 2025

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.

## MODULE THREE – MAR 19 AND APR 23, 2025

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.

## MODULE FOUR – JUN 18 AND JUL 16, 2025

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

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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.

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## 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.*



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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