

# Workshop Descriptions

## #1 Leadership – it’s a people business

**Background:** As a lawyer and owner of a law firm, you know that your law firm is your staff: It’s a people business. Employees are the most important capital and the most important resource. Losing a well-trained employee not only costs reputation and the investment you have made in that employee’s induction, it also costs clients and unfortunately some more teambuilding workshops. Sometimes it is good to see employees leaving: if they did not let themselves be integrated into the team or did not achieve the required performance despite all efforts. And sometimes you don’t even find an employee for the work to be done. Finding and retaining the right employees is therefore your core business alongside your legal business.

**Contribution:** This workshop gives you hands-on tools from the Leader’s Toolbox that allow you to:

- » Positioning yourself as a leader
- » Personal Leadership Assessment (Hogan Assessment) – when expected
- » Successful communication skills and leadership styles
- » Conflict management and negotiation/mediation/coaching
- » Organization development
- » Finding the right people for your team (strategic teambuilding for success, dysfunctions of a winning team)
- » Manage your employees expectations better
- » Planning and controlling careers and talent development (estimate time and costs)
- » Identify and manage risks and communicate them in a employee-focused way
- » Communicate and feedback effectively
- » Build in feedback-loops for yourself for continuous improvement and selfdevelopment

**Course contents:** The workshop will cover

- » Introduction to LEADERSHIP and TEAMBUILDING
- » Do’s and Don’ts and common pitfalls
- » Best-practice behaviors
- » Supporting literature, assessments etc.

**Target group:** This workshop is for everyone who has or will have personnel responsibility in the future: Law firm owners and partners, HR managers, department heads and lawyers leading a team. Good leadership starts with the leader: this course is therefore for those who want to work on themselves to become a good leader.

**Course material:** The course material will include the general principles and best practices as well as checklists and templates.

## #2 Strategy and business development for law firms

**Background:** Almost every law firm today is a general law firm and a specialized law firm at the same time: attorneys bring expertise, but with the client comes “life how it is” into the law firm. There is hardly a law firm that sends its best clients to their colleagues. Why should they: they build the law firm around the needs of the client! This is the law of supply and demand - the market determines the business. But are they successful in the long term? No. And the truth is: not even in the short term – because most of the time they hustle after the carrots and are never properly prepared. Lawyers are well advised to lead, manage and develop the law firm strategically: to build up the right employees, resources and market position to attract the right clients in the long term - and at the same time to have all the possibilities to react flexibly to changes. After all, you don’t want to live “from hand to mouth”. You want to make money with it. And after all: Legal Tech and its capabilities do not make it easier for law firm owners. The challenge of the future will be to take advantage of its opportunities without losing focus and to implement Legal Tech (Tools and Product Development) strategically into the development of the law firm.

**Contribution:** This workshop gives you hands-on tools for Strategy and Business Development especially for law firms:

- » Vision and Values – the importance of your clarity
- » Strategy with “strategyzer”
- » Introducing Business Model Canvas
- » Pitfalls and failures – an overview
- » Time to say goodbye – why second starts and chances win
- » Focus: How to handle complexity and overflow
- » The difference between opportunities, chances and general store products
- » Legal Tech: the right fit for your law firm?
- » Legal Tech: from idea to product development, marketing and sales
- » Legal Tech: When must the child leave the house

**Course contents:** The workshop will cover

- » Introduction to main principles of law firm development
- » Overview about Legal Tech and beyond
- » Not included: Finance, Controlling, Legal advice on incorporation
- » Supporting literature, tools and models etc.

**Target group:** This workshop is for everyone who is interested in Business cases and Business Development: beginners and advanced.

**Course material:** The course material will include the general principles and best practices as well as checklists and templates.

### #3 Success needs your story: Marketing and Branding

**Background:** The positioning of your law firm in today's highly competitive market is one of the key factors for its economic success. For a long time, a law firm was just the sum of its lawyers - a more or less random togetherness of interchangeable faces. If you want your office to be more, different and above all independent of you and your employees, it's time to focus on building a brand, positioning and marketing, and also employer branding and personal branding: What does your firm stand for and what doesn't? Which clients should it attract and which not? Which employees would you like to have on the team?

This workshop will take you into the fascinating world of almost unlimited possibilities of marketing and acquisition and let you go with a clear idea of your way. Warning: this workshop will awaken your passion for marketing and acquisition and never let go, which can lead to new investments, long evenings on the Laptop and social media addiction.

**Contribution:** This workshop gives you an introduction around marketing and branding:

- » Positioning, Marketing and Branding
- » The difference between Marketing, Acquisition and Sales
- » effective client communication and after sales communication
- » the most relevant others: events, publishing, education
- » powerful together: interesting marketing partnerships
- » Social Media is everything – the hidden champion
- » Employer branding – your invest into your future
- » Personal branding for lawyers: how to build an expert with strategy

**Course contents:** The workshop will cover

- » Overview about the most effective marketing and acquisition tools for law firms
- » social media overview and development of an unique marketing strategy
- » step by step guide for the most relevant social media and professional networks
- » Do's and Don'ts and common pitfalls
- » Best-practice behaviors and examples
- » Supporting literature/Links

**Target group:** This workshop is for everyone who is interested in building brands and the magic language of marketing and sales.

**Course material:** The course material will include the general principles and best practices as well as checklists and templates.

### #4 Legal Communication: Negotiation, Arbitration, Mediation and beyond

**Background:** Success as a lawyer depends much more on the negotiation strategy, effective conflict resolution methods and razor-sharp argumentation than on knowledge and titles. Asking the right questions at the right time, active listening and diplomatic skills are just as important as pitching and presentation skills.

Nevertheless, legal education is far from providing lawyers with the necessary knowledge and practice for this important aspect of their profession. So to invest and improve in communication and negotiation is a must have for the successful lawyer

**Contribution:** This workshop gives you a tool box of highly effective communication for lawyers and a differentiated feedback on your own skills:

- » Communication Strategy
- » Your Voice and your Personality
- » Negotiation: the Harvard Concept
- » Arbitration and Mediation
- » conflict management and resolution
- » consultancy, coaching and mentoring
- » the most effective communication tools for lawyers (strategic Questioning...)
- » the most important communication skills for leaders (Feedback, Motivation...)
- » team communication
- » communication processes in your law firm
- » online communication (phone, e-mail, Audio/Video)
- » Presentation and Training skills
- » Pitching and Acquisition

**Course contents:** The workshop will cover

- » Harvard Concept
- » Legal Coaching Concept
- » Personality test/assessment to find your personal communication strength
- » Negotiation practice
- » Legal Coaching practice
- » Tool Box for beginners and team
- » Presentation practice
- » Supporting literature/Links

**Target group:** This workshop is for lawyers (beginners and advanced), paralegals and law firm teams.

**Course material:** The course material will include the general principles and best practices as well as checklists and templates.

## #5 LPM: your toolbox for adapting to a changing legal market

**Background:** Legal Project Management is highly relevant because the market for legal services has changed significantly in recent years: from a sellers' market to a buyers' market where clients require "more for less". Legal Project Management is an internationally established method for managing legal matters that gives you tools for providing more client value at better predictable costs and for working more efficiently.

**Contribution:** This workshop gives you hands-on tools from the LPM toolbox that allow you to:

- » Ask your clients high-value questions that enable you to define the scope of a legal matter more precisely
- » Manage your clients' expectations better
- » Plan your work and estimate time and costs better and control costs
- » Identify and manage legal risks and communicate them in a client-focused way
- » Keep clients, colleagues and staff informed effectively
- » Build in feedback-loops in your work for continuous improvement

### Course contents

- » The workshop will cover the basics of Legal Project Management and follow the life-cycle of legal projects:

- » Introduction to Legal Project Management, different roles in a legal project, the 4 phases of each project.
- » **Phase 1:** Initiation – high-value questions, stakeholder mapping, scoping dialogue, project charter/ engagement letter
- » **Phase 2:** Planning – iron triangle, Work Breakdown Structure, estimating time, managing dependencies, communication plan
- » **Phase 3:** Execution – risk management, Kanban-boards, effective project meetings, project monitoring, cost control, change management
- » **Phase 4:** Closure – successful delivery, evaluation with clients, lessons learned with team
- » Do's and Don'ts and common pitfalls in legal projects
- » Best-practice behaviors for legal project managers
- » Supporting technology for LPM

**Target group:** This workshop is for all lawyers who give legal advice to organisations – inhouse or law firm, small teams or big teams, partner or associate, general counsel or legal counsel – regardless of the area of law that they practice. If you want to improve the value you provide to your clients while at the same time keeping costs under control or a good profitability and a good work-life balance, this course is for you.

**Course material:** The course material will include the general principles and best practices of Legal Project Management as well as checklists and templates.

