

Mastering Lawyer Business Planning

An Altman Weil Training Series – Broadcast and On-Demand

BROADCASTS:

Part 1 – September 28, 2017 – Pragmatic Planning (60 minutes)

Part 2 – October 5, 2017 – Execution (60 minutes)

Broadcast times:

1:00 PM Eastern ▪ Noon Central ▪ 11:00 AM Mountain ▪ 10:00 AM Pacific

ON-DEMAND:

Choose 4 weeks of access for the entire firm – and start viewing sessions immediately.

There are no longer any safe seats in law firms for lawyers who do not regularly deliver high-level performance. In this increasingly demanding environment, lawyer business planning has risen to a new level of importance. Individual planning that was once little more than a *pro forma* exercise has become a significant performance accelerator for lawyers and law firms seeking new ways to achieve competitive advantage.

Altman Weil's two-part training series, **Mastering Lawyer Business Planning**, provides proven advice for lawyers at all levels on how to develop smart, pragmatic plans and successfully implement them to advance their careers and contribute greater value to their firms. We outline a better approach to planning that will help every lawyer identify and act on top opportunities, and elevate productivity and performance across the firm.

Session 1. Pragmatic Planning: Setting Smart, Achievable Personal Goals

This session will discuss how to replace your current planning process with a streamlined approach that will focus each individual lawyer's attention on a short list of smart, achievable goals. Includes a Lawyer Business Planning template. (60 minutes)

- Beginning with the firm and market context
- Identifying and assessing key metrics related to your practice
- Objectively assessing your core capabilities
- Staking out a position that differentiates you internally and externally
- Essential elements of an effective plan
- Prioritizing goals with a clear payoff
- Aligning your goals with practice group and firm strategies
- Identifying necessary tools and resources
- A plan that works: Setting yourself up for success

Session 2. Execution: Turning Goals into Accomplishments

This session will discuss how to build a framework for action that will help every lawyer make regular progress toward high-value goals. Real-world examples will illustrate how to successfully execute your plan in a law firm environment. (60 minutes)

- It's not just you – it's hard for everyone
- Clarity of purpose: Defining what success will look like
- The roadmap: Getting specific about tactics
- Techniques to track and measure progress
- Tapping into the power of collaboration and teamwork
- Asking for the right resources
- Four essential steps to effective implementation
- Overcoming common hurdles to get things done

Registration and Pricing:

Broadcasts – Bring lawyers together for group learning.

Part 1 will be broadcast on September 28th; Part 2 will be broadcast on October 5th.

Broadcast price: \$495 for both sessions

Broadcast registrations include:

- One internet connection for unlimited participants at one location for each session
- One toll-free phone connection at one location for each session
- One set of program materials, with permission to distribute to all participants

On-Demand – Get unlimited access to accommodate individual schedules.

Choose 4 weeks of access for the entire firm – and start viewing sessions immediately.

On-Demand price: \$995 for 4 weeks of unlimited access to both sessions

On-Demand registrations include:

- 24/7 online access to the two-part series for 4 weeks beginning the day you register
- Unlimited views during your subscription period
- All-firm viewing rights during your subscription period
- Supplementary materials, with permission to distribute to all participants

Who should attend:

The program is designed for lawyers at all levels who want to accelerate their productivity and performance.

Program Presenter:**Eric A. Seeger, Principal, Altman Weil, Inc.**

Eric A. Seeger works with law firms in the areas of strategy formulation and execution, practice group planning and training, merger search, and organizational issues including administrative audits and succession planning. His prior experience includes positions as Chief Operating Officer of a regional law firm and Director of Strategic Planning and Practice Group Management at an AmLaw 200 firm. He has worked as an independent consultant to law firms and corporate executives, performed market analysis for a global manufacturer, and served in budgeting and planning capacities for a major university.

To Register:

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