



CERTIFIED COACH PROGRAM

Benefits

As the legal marketing profession has grown, it has become increasingly important to establish formal certification programs to assure the quality of business development coaching. LegalBizDev now offers the first program of this type, training in-house business development professionals to adapt our materials and approach to each firm's culture and needs, become a *LegalBizDev Certified Coach* and:

- increase business development results
- improve lawyers' perceptions of staff knowledge and professionalism
- save time for both lawyers and coaches
- assure consistent quality across offices

Program overview

The *LegalBizDev Certified Coach Program* lasts 16 weeks, and includes:

- weekly telecons with the developer of *The LegalBizDev Success Kit*, Jim Hassett
- an initial assessment and personal development plan
- practice sessions and ratings to prepare coaches to use the LegalBizDev approach with lawyers
- coaching three lawyers under supervision
- being awarded a certificate and plaque as a *LegalBizDev Certified Coach* (upon meeting the criteria below)

The program is open to any professional who works at a law firm, and has at least three years of experience in legal marketing, or the equivalent, including significant prior coaching experience. Participants must also own a copy of *The LegalBizDev Success Kit*.

Every coach will become more effective as a result of the 16 week program, and most will have enough time to complete the requirements for the *LegalBizDev Certified Coach* credential. If the requirements cannot be completed in that time, arrangements can be made to extend the program.

Candidates who are interested in considering certification, but not ready to make a commitment to the full program, are encouraged to begin with the *LegalBizDev Train the Trainer Workshop*. The workshop will help professionals understand exactly what is involved before they commit to 16 weeks. And if they do decide to proceed, the workshop will help them achieve a higher level of performance during

certification.

Certification criteria

Formal certification will be based on proven mastery of ten coaching proficiency factors, including time efficiency, prioritization, and the sophistication of business development advice.

In the first few weeks of this program, consultations and practice sessions will be held until coaches are rated as “satisfactory” (3 out of 5) or higher on all ten factors. They will then proceed to the next step of coaching lawyers under supervision. To earn the *LegalBizDev Certified Coach* credential, participants must be rated “very good” (4 out of 5) or higher on all ten factors in actual coaching sessions with lawyers from their firms.

The initial assessment and plan

In the first telecon, Jim Hassett will discuss each individual’s background and goals to assess:

- initial strengths and weaknesses on the ten proficiency factors
- familiarity with *The LegalBizDev Success Kit*
- how the LegalBizDev approach and the eight week coaching process should be customized to the firm’s needs and culture
- how the first three lawyers will be selected for coaching

A personal development plan will then be written proposing a schedule for content review sessions, practice sessions, and observations of actual coaching sessions with lawyers. Every plan will begin by reviewing the *Coaching Guide*.

Participants will receive

Each participant will receive:

- 16 weeks of consultation
- An initial assessment
- A personal development plan
- *The LegalBizDev Coaching Guide*
- Three copies of *The LegalBizDev Success Kit* (one for each lawyer who will be coached)
- A digital timer, for use in coaching calls
- Copies of the top three books that summarize sales concepts that apply to lawyers:
 - *The SPIN Selling Fieldbook* by Neil Rackham
 - *How to Win Friends and Influence People* by Dale Carnegie
 - *AdverSelling: How to Build Stronger Relationships and Close More Sales by Applying 26 Principles from Successful Advertising Campaigns* by Jim Hassett
- Upon successful completion of all requirements, each participant will be awarded the *LegalBizDev Certified Coach* certificate and plaque

Preparing to coach

Before participants begin coaching lawyers, they will:

- review the most effective tactics for common legal business development challenges
- role play coaching situations with Jim Hassett acting as the lawyer, and rating their responses on the ten proficiency factors

When coaching performance in practice sessions has been rated as “satisfactory” (3 out of 5) or higher on all ten factors, they will proceed to the next step of coaching three lawyers, under Jim Hassett’s supervision. This initial preparation stage could be completed in as little as three weeks.

Coaching three lawyers

In the second phase of the certification process, participants will coach three lawyers from their firm, using the LegalBizDev approach and materials. Participants will write a summary after each session (see the *LegalBizDev Desk Reference*, page 182, for the format). Jim Hassett will review these summaries and provide regular feedback.

He will also observe at least one session with each lawyer (through audio recordings or listening in to sessions in real time), and again rate performance on the ten proficiency factors. To be awarded certification, at least one session with each lawyer must be rated as “very good” or higher on all ten factors.

Online Resource Center

Throughout this program, and after certification, coaches will have access to our *Online Resource Center*, a password-protected site which includes:

- scripts for typical coaching situations
- audio recordings of typical coaching situations (1-3 minutes)
- audio recordings of complete coaching practice sessions (30 minutes)
- accounts of problems other coaches have faced, and how they were resolved (with details changed to protect confidentiality)
- preview of materials that will appear in future editions of *The LegalBizDev Success Kit*

After certification is complete

A successful program requires that certified coaches continue to have easy access to all the help they need, when they need it. After certification is complete, coaches who actively maintain their status will qualify for:

- continuing access to the *Online Resource Center*
- email support as needed
- quarterly telephone reviews
- 15% discount on all LegalBizDev products and services

To retain active certification, each participant must coach a minimum of five lawyers from the original firm per quarter, and purchase one *LegalBizDev Success Kit* for each lawyer who is coached.

For more information

For more information, contact us at 800-498-7246 or info@legalbizdev.com.

LegalBizDev helps lawyers at large and mid-sized firms save time by developing new business more efficiently. We help each lawyer to focus on the activities that are most likely to produce immediate and practical results for their practice, their personality and their schedule. We offer coaching, training, and retreats conducted by our staff as well as Train the Trainer and certification programs for in-house staff.



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