



CERTIFICATION PROGRAMS

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 and training. 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, with three separate programs:

- The *LegalBizDev Certified Coach (Level One)* credential is for business development professionals who want to increase coaching efficiency and results by using selected LegalBizDev tools and techniques.
- The *LegalBizDev Certified Coach (Level Two)* credential is for coaches who have completed Level One and want to use LegalBizDev's complete and formal coaching process (as described in *The LegalBizDev Desk Reference* and in the *The LegalBizDev Coaching Guide*).
- The *LegalBizDev Certified Trainer* credential is for experienced professionals who want to conduct one hour training sessions based on standard LegalBizDev modules.

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 a program. And if they do decide to proceed, the workshop will help them achieve a higher level of performance during certification.

LEGALBIZDEV CERTIFIED COACH (LEVEL ONE)

Objective To be able to consistently provide business development advice that is based on best practices from other firms and other professions, and to save time by showing lawyers how to use checklists, quick references and multimedia tools in *The LegalBizDev Success Kit*.

Benefits

- Increases business development results
- Saves lawyers time
- Saves coaches time
- Improves professional image
- Applies tools and techniques that have a proven track record of success
- Assures consistent advice and quality

- Prerequisites**
- Three years of legal marketing experience, or the equivalent
 - Significant prior coaching experience
 - Current employment at a law firm
- Certification program includes**
- Five one to one meetings and/or telecons
 - An initial assessment and personal development plan
 - *The LegalBizDev Success Kit*
 - *The LegalBizDev Coaching Guide*
 - Role plays and practice using *The LegalBizDev Success Kit* in typical coaching situations
 - Assigned readings
 - The Certification Exam
 - One year of continuing support, from the day the program begins (described below)

Certification exam To be awarded certification, participants must earn a passing grade in an oral exam in which the instructor role plays a lawyer who needs help, and the participant offers advice. Participants will be rated on five proprietary proficiency factors, such as “Sophisticated advice: The coach is perceived as sophisticated and knowledgeable about legal business development, and offers advice that is consistent with best practices at other firms.”

LEGALBIZDEV CERTIFIED COACH (LEVEL TWO)

Objective To be able to conduct the LegalBizDev formal coaching programs, as described in the *LegalBizDev Coaching Guide*.

Prerequisite Coaches must be certified at Level One before they can be accepted into the Level Two program.

- Certification program includes**
- Five meetings and/or telecons (in addition to the five from Level One)
 - Role plays and practice applying LegalBizDev’s formal coaching program
 - Supervision of actual coaching sessions conducted with two lawyers
 - Two copies of *The LegalBizDev Success Kit* (for the lawyers who will be coached; the coach will already own a copy from Level One certification)
 - *The LegalBizDev Coaching Guide*
 - Assigned readings
 - The Certification Exam
 - One year of continuing support, from the day the program begins

Certification exam To be awarded certification, participants must earn a passing grade on an oral exam similar to that for Level One. However, the participant must role play a coach who uses the formal LegalBizDev system, and will be rated on a total of ten proprietary proficiency factors.

LEGALBIZDEV CERTIFIED TRAINER

Objective To be able to conduct one hour training sessions based on standard LegalBizDev modules.

Benefits

- Provides a curriculum of pre-developed modules that have been tested and refined in other firms
- Assures consistent quality
- Improves lawyers' perception of professionalism
- Reduces trainer preparation time

Prerequisite

- Three years of legal marketing experience, or the equivalent
- Significant prior experience formally presenting to groups
- Current employment at a law firm

Training modules

The core program includes training to teach three one hour modules:

- Six ways to increase results from your limited marketing time
- How to increase business with current clients
- How to find new clients: From prospecting to closing

In addition, the following modules can also be added to the program

- How the legal market is changing, and what it means to you
- How to improve your elevator speech
- How to increase results from speaking, writing and networking
- Eight steps to a better business plan

Program includes

For each module:

- Assigned readings
- Audio recordings of presentations by Jim Hassett
- Telecons/meetings as needed to discuss content and customization
- Practice presenting the module
- *The LegalBizDev Training Guide*
- PowerPoint presentations
- One year of continuing support, from the day the program begins

Certification exam Certification will be based on satisfactory performance in sample presentations of each module, as rated on the "Trainer Rating Form" in *The LegalBizDev Training Guide*.

QUALITY CONTROL AND SUPPORT

Objective	To assure that certified coaches and trainers maintain a consistently high quality of delivery.
The quality contract	Before the program begins, each individual and each law firm must sign written agreements to observe certain practices that protect quality.
Program includes	<p>A successful program requires that coaches and trainers have easy access to the help they need, whenever they need it. This program begins the day the certification process starts, and includes one year of:</p> <ul style="list-style-type: none">• Unlimited email support from the author of <i>The LegalBizDev Success Kit</i>, Jim Hassett• Quarterly telecons with Jim Hassett to discuss how to improve quality and results• 10% discount on additional copies of <i>The LegalBizDev Success Kit</i>
Is certification guaranteed for every participant?	It is not possible to assure high quality and also guarantee that every participant will be certified. If an individual fails the Certification Exam, he/she will work with the instructor to identify areas of weakness and be given a second opportunity to take the exam at no additional charge. If an individual fails a second time, LegalBizDev will meet with the participant and/or manager to discuss options and next steps.
Certification renewal	Certification must be renewed annually. At LegalBizDev's discretion, this may require a new exam at no additional charge. To maintain certification, coaches must also remain employed at the original firm.
For more information	For more information, contact us at 800-498-7246 or info@legalbizdev.com .