



ALTERNATIVE FEES AND PROJECT MANAGEMENT

- Overview** LegalBizDev helps law firms develop new business more profitably by improving their use of alternative fees. Since there are wide differences in needs between firms, and even between practice groups within a single firm, we customize every webinar, every in-house presentation, and every workshop to its audience.
- Alternative fees presentations** We offer webinars and in-house presentations to help lawyers decide when and how to use alternative fee arrangements, and how to discuss alternative fees with clients. The content is customized to fit the needs and goals of each group, and is typically organized around five key topics:
- trends
 - types of alternative fees
 - profitability
 - marketing
 - recommendations
- Project management presentations** As firms increasingly offer fixed and contingent billing arrangements to clients, many have become interested in applying project management principles to legal matters. Our customized webinars and in-house presentations on “How to increase value by applying project management principles” explain how law firms are using these concepts to maximize profitability, while maintaining and increasing client satisfaction.
- Project management workshops** We also offer a variety of highly interactive workshops to help legal teams decide exactly how to apply project management best practices to their practices. Participants receive a copy of *The LegalBizDev Quick Reference Guide for Project Management*, and focus on the tactics that will have the most immediate and significant impact for ongoing matters and for future bids. We would be happy to provide details on our “Project Management Workshop For Senior Partners” and on other options at your request.
- Next steps** Contact us today at info@legalbizdev.com or 617-217-2578 to discuss your firm’s needs, or to schedule a free one to one webinar to review slides from past presentations, and identify the topics and approach that best fit your needs and your audience.

Workshop leaders



Jim Hassett is the founder of LegalBizDev, which helps lawyers develop new business more quickly by applying best practices from other law firms and from other professions. Before he started working with lawyers, Jim had 20 years of experience as a sales trainer and consultant to companies from American Express to Zurich Financial Services. He is the author of eight books, including *The LegalBizDev Survey of Alternative Fees*, *Legal Business Development: A Step by Step Guide*, and *The LegalBizDev Desk Reference*. He has also published more than

80 articles in the *New York Times Magazine*, *Of Counsel*, *Legal Management*, *Strategies: The Journal of Legal Marketing* and other publications. Jim is a frequent speaker at law firms and at the Massachusetts Bar Association, the New York Bar Association, Harvard Law School, DRI, the Business Lawyers Network, and at Legal Marketing Association meetings in Boston, New York, Philadelphia, Washington, Savannah, and Vancouver. He conducts webinars through West LegalEdcenter, the National Law Journal, The International Lawyers Network, TAG Academy, and the Legal Marketing Association. Jim writes the blog *Legal Business Development* (www.jimhassett.com) which was featured at ABA TECHSHOW 2009 (in its list of “60 Sites: Latest and Greatest Internet Hits”) and by TechnoLawyer (in its list of “the most influential legal blogs” in BlawgWorld). He has a Ph.D. from Harvard and is an Adjunct Associate Professor at Boston University.



Steve Barrett has been active in large law firm strategy and marketing for more than 20 years, and has served as chief marketing officer at AmLaw 100 firms based in Los Angeles, Seattle and Philadelphia. He has also presented at partner retreats for more than a dozen major U.S. law firms, led business development training programs at eight law firms, authored chapters and articles for several legal publications, and made more than 25 speaking appearances at legal industry and association conferences. Steve also consults to law firms

in the areas of alternative fees, strategy and marketing. He previously headed corporate communications for the Aetna Life & Casualty Companies, Hartford, Connecticut, and founded and headed LMS/Barrett Public Relations, in Providence, Rhode Island, a major New England Public relations firm. Steve received a dual degree in political science and journalism at Syracuse University, with graduate communications study at Boston University.