



MASTER CERTIFIED LPM COACH™ PROGRAM

In our research and consulting with hundreds of law firms over the past decade, we've repeatedly seen that the most cost-effective approach to implementing LPM is to build enthusiasm among lawyers by coaching them to change their behavior and see the results firsthand.¹ LPM coaching works because lawyers experience immediate benefits by: (i) focusing on the problems they most care about, and (ii) using LPM tools to address such real-world challenges as living within a fixed-fee budget or increasing realization or creating more client satisfaction.

The *Master Certified LPM Coach*™ program helps LPM staff increase profitability and client satisfaction more quickly by using our proprietary LPM tools and coaching process to change lawyers' behavior. Our approach is based on thousands of hours of experience conducting in-depth, one-to-one coaching of lawyers.

To be admitted to the program, applicants must have a minimum of:

- One year of experience applying LPM in a law firm, or
- Completion of our Certified Legal Project Manager® program

This self-paced distance learning program requires a minimum commitment of 60 hours over approximately six months and consists of four modules:

In **Module 1**, participants learn about our proprietary LPM coaching process by completing readings in the *Legal Project Management Quick Reference Guide* (4th Ed.)² and the *LPM Coaching Guide* (only available to program participants). Participants then submit written answers to twelve essay questions and discuss their answers in two 50-minute telecons with an LPM expert. To pass Module 1, participants must successfully answer all twelve questions. Participants may be required to revise and re-submit answers that are rated incomplete or unsatisfactory.

In **Module 2**, participants gain a deeper understanding of our proprietary LPM coaching process in three 50-minute telecons. Participants learn the nuts-and-bolts of our LPM tools and coaching process, including how to handle the three key phases of LPM coaching, how to introduce LPM tools to lawyers, and how to address a wide variety of difficult coaching situations. Module 2 also includes interactive demos and role-plays of specific LPM coaching techniques. After the completion of the first two modules, participants will be better able to:

¹ The reason we recommend coaching for lawyers is obvious to anyone who has ever worked in a law firm: lawyers are in charge, and if they don't buy into LPM, it simply won't be implemented as effectively. Lawyers are also primarily responsible for many key LPM activities such as defining and negotiating scope, managing client communication, assessing risk, etc.

² If your firm owns a license to our 5th edition and has uploaded our tools and templates to its intranet, we include readings from the 5th edition as well.

- Focus LPM coaching by identifying the most significant issues and challenges facing each lawyer
- Engage lawyers in LPM coaching by asking proven coaching questions
- Help lawyers select LPM action items and motivate them to action
- Provide the right LPM tools to lawyers at the right time
- Adapt LPM tools to the unique needs of your firm
- Use alternative methods for LPM coaching, as appropriate
- Help lawyers overcome obstacles to implementing LPM

In **Module 3**, participants gain practical experience using our proprietary process by coaching one or more of their lawyers using our tools. An LPM expert listens to three of the participant's coaching calls and then offers feedback to the coach via e-mail after each call.

In **Module 4**, participants develop a simple plan to engage lawyers in one-to-one LPM coaching at their firm. This plan helps participants select the most appropriate lawyers for immediate coaching, create quick wins and internal LPM champions, and sustain LPM momentum in the firm. Participants discuss their plan with an LPM expert in one 50-minute telecon.

After the successful completion of this program, each participant is granted the Master Certified LPM Coach™ credential.

Deliverables include:

- Seven telecons over six months with an LPM expert:
 - One 50-minute introductory telecon to introduce the participant to the program and discuss the participant's goals and objectives
 - Two 50-minute telecons in Module 1 to discuss written answers to twelve essay questions based on reading assignments
 - Three 50-minute calls in Module 2 to learn the nuts-and-bolts of LPM coaching, including interactive demos and role-plays of specific LPM techniques
 - One 50-minute call in Module 4 to discuss the participant's plan to maximize LPM benefits by using LegalBizDev's LPM tools and coaching process
- Practical experience in our proprietary LPM coaching process, including e-mail feedback in Module 3 for three of the participant's LPM coaching sessions
- Copies of the *Legal Project Management Quick Reference Guide* (4th Ed.); the *LPM Coaching Guide*; the *LPM Coaching Aid*; and a 50+ slide PowerPoint deck to reinforce your existing LPM coaching program or launch a new one
- A twelve-item open-book essay exam to certify mastery of the core concepts of our proprietary LPM coaching process
- A basic written plan prepared by the participant to adapt our proprietary LPM coaching process to maximize the benefits at your firm

- Six months of unlimited email support to keep the program on track
- A Master Certified LPM Coach™ certificate awarded upon successful completion of the program

“In the first year after I completed this program, I coached over two dozen partners at our firm. Their feedback was universally positive. Learning LegalBizDev’s coaching process and receiving feedback from an LPM expert was pivotal to my success. Additionally, coaching our partners has been the best way to ensure that lawyers actually use the online LPM tools we have licensed from LegalBizDev.”

– David V. Clark, LPM Partner, Lathrop Gage

“Building awareness of the need for better project management is best achieved through coaching individual by individual. While that may seem less efficient with respect to time, it works much better than global education.”

– Stacy D. Ballin, Partner and General Counsel, Squire Patton Boggs

“This coaching was far from a theoretical exercise... This was a discussion of specific matters that were before me and how to approach them... [It] has been very beneficial to me in client management and in client development. I believe that it applies to all areas of law.”

– Albert Dotson, Jr., Managing Partner-Elect, Bilzin Sumberg

For more information, contact Tim Batdorf (tbatdorf@legalbizdev.com, 800-49-TRAIN) today to discuss how our Master Certified LPM Coach™ program can help your firm maximize the return on its LPM investment.