Can you actually make change happen in your law firm?

Many experts believe that to assure financial stability, law firms must fundamentally change the way they do business and adapt to a “new normal” in which clients require more predictable pricing, better definitions of quality, alternate staffing of matters, and much more.

However, it is human nature to resist change, and some lawyers seem especially skilled at this resistance.

The best strategy in the world will accomplish nothing unless you succeed in implementing it.

If you believe that your firm, department or practice group must change in order to succeed, what can you do to effectively promote the required changes? How do you change the behavior of people who have practiced law the same way for decades?

There are no magic answers to these questions, but there are lessons to be learned from firms that have successfully begun the process. This forum on **Overcoming Lawyers’ Resistance to Change** will be built around real world case studies of how firms are succeeding in:

- Introducing alternative fee arrangements
- Applying Lean Six Sigma to deliver legal services more efficiently
- Changing a firm’s culture to put clients first
- Easing the transition to retirement
- Launching legal project management programs

This program will offer attendees cutting edge insights that will help to promote change in your firm. Centered on interactive discussion and anchored by real-world case studies, session topics will address:

- Responding to client pressures for change
- Understanding the hurdles that prevent change
- Developing a shared sense of urgency
- Meeting the challenge by building on your personal strengths
- Designing an effective communications plan
- Sustaining your change effort
- Transforming best intentions into best practices

**With key contributions and candid perspectives from:**

- J. Stephen Poor, Chairman & Managing Partner, Seyfarth Shaw LLP
- Julious P. Smith, Jr., Chairman, Williams Mullen
- Tea Hoffmann, Chief Business Development Officer, Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
- Patrick J. McKenna, McKenna Associates Inc.
- Jim Hassett, Founder, LegalBizDev

Sign-up by June 30th to receive your 15% Early Bird Discount!
Ark Group & Managing Partner Magazine presents

Overcoming Lawyers’ Resistance to Change

How to effectively promote change within your firm—transforming best intentions into best practices

ABOUT YOUR CONFERENCE CO-CHAIRS:

Jim Hassett, Founder, LegalBizDev

Jim Hassett is the founder of LegalBizDev (www.legalbizdev.com), which helps law firms increase profitability by improving business development, alternative fees, and project management. 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, 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.

Patrick J. McKenna, McKenna Associates, Inc.

An internationally recognized authority on law practice management, Patrick McKenna has, since 1983, worked with the top management of premier law firms around the globe to discuss, challenge and escalate their thinking on how to manage and compete effectively. He currently serves as co-Chairman of the Managing Partner Leadership Advisory Board, a forum for new firm leaders to pose questions about their burning issues. The Financial Post labels McKenna “a professional firm management and marketing guru, with a client base stretching from Britain to the United States.” And GlobalLawReview.com identified him as one of twenty International Visionaries in the legal profession for “their vision, sheer hard work, professional eminence, and humanity.” One of the profession’s foremost experts on law firm leadership, Patrick has authored more than a few pioneering texts, including his book (co-authored with David Maister), First Among Equals: How to Manage a Group of Professionals, (The Free Press, 2002)—which topped business bestseller lists in the United States, Canada and Australia, has been translated into nine languages, and has been widely described as the essential guide to practice group leadership. In 2006, McKenna’s e-book First 100 Days: Transitioning A New Managing Partner (NXTBook) earned glowing reviews and has been acquired by firm leaders in 63 countries. This publication culminated in Patrick conducting bi-annual master classes for new managing partners currently held at the University of Chicago. Thus far over 50 new firm leaders from firms of over 100 professionals have attended the program. McKenna’s published articles have appeared in over 50 leading professional journals, newsletters, and online sources; and his work has been featured in Fast Company, Business Week, The Globe and Mail, The Economist, Investor’s Business Daily and The Financial Times. He is an active member of the ABA, former chair of the Membership Services Committees for the Law Practice Management Section, served on the Advisory Board for Sheffield Business School’s MBA program on Professional Services Firm Management [UK], is a member of the Strategic Leadership Forum, and currently serves on the editorial advisory board of Law Practice magazine. Patrick McKenna—most often brought in to counsel law firms on issues associated with strategic differentiation, improving profitability, client service excellence, and effective firm management—was acknowledged in 2008 when he was identified through independent research compiled and published by Lawdragon as “one of the most trusted names in legal consulting.”
Creating A Cultural Change From The Inside Out

While some changes may be fairly easy to initiate, changing a law firm's culture is one of the most difficult challenges that any firm leader could tackle. But at Baker Donelson, that is exactly what the leadership decided to do and the focus of their cultural change was on putting clients first. In this session, participants will be presented with a case study showing how the firm introduced the plan (including the utilization of video) and how it dealt with the internal skeptics.

This session will cover:
- how making any change should fit with your overall strategy
- how to develop a step-by-step plan that includes the realization that change happens over time
- how to create a top-down / bottom-up communications strategy

Tea Hoffmann, Chief Business Development Officer, Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

Making Personal and Professional Transitions

Whether deciding to step down from a leadership position in your firm or determining that it might be time to start thinking about retirement and finding a comfortable means of transitioning your key clients to other partners in the firm, the final impression you make in your career may be the most important to capping your legacy. Once your transition is announced, relationships and roles immediately begin to shift, so there are things you need to do to manage a successful change:
- how to negotiate and communicate the change
- developing the transition plan in concert with your firm
- working harmoniously with your successor

Julious P. Smith, Jr., Chairman, Williams Mullen

Succession Planning:

- how to develop a step-by-step plan that includes the realization that change happens over time
- how making any change should fit with your overall strategy
- how to create a top-down / bottom-up communications strategy

Patrick J. McKenna – McKenna Associates Inc.

End of Conference
# Overcoming Lawyers’ Resistance to Change

## Attendee 1
- **Name:**
- **Job Title:**
- **Organization:**
- **Address:**
- **Zip Code:**
- **Phone:**
- **Fax:**
- **Email:**
- **Signature:**

I have read the terms and conditions below

- ☐ Registration Fee $995
- ☐ I am registering for this program before June 30th and would like to claim my 15% early bird discount

For team discounts, please call Peter Franken at 773 281 4275

Please note: payment must be received in full prior to the event to guarantee your place

- [ ] VISA
- [ ] AMERICAN EXPRESS
- [ ] MASTERCARD

- **Card number:**
- **Expiration Date:**
- **Security Code:**

☐ Payment in the mail (checks made payable to Ark Group USA)

☐ Multiple bookings: please invoice separately

## Venue and Accommodations

This forum will be held at the University of Chicago's Gleacher Center - located at 450 North Cityfront Plaza Drive Chicago, IL 60611—conveniently located in the heart of Chicago's business community just blocks away from the Loop and steps away from Magnificent Mile shopping, restaurants and hotels. For information regarding rates at nearby hotels please contact Peter Franken at Pfranken@ark-group.com or at 773 281 4275.

## Who Will Attend This Program?

Ark Group/Managing Partner Magazine’s, **Overcoming Lawyers’ Resistance to Change** is an interactive forum providing law firm leaders with the instruction and application necessary to effectively implement change in the law firm setting. The agenda was developed for law firm leaders, managing partners, executive directors, practice group leaders and partners tasked with addressing new models and delivery methods in an effort to reconcile the effective practice of law with the business of law.

## EARN CLE CREDIT

Ark Group is happy to provide all necessary documentation to facilitate and fulfill requirements for CLE credit. Please contact Peter Franken at 773.281.4275 (pfranken@ark-group.com) for more details!
Overcoming Lawyers’ Resistance to Change

THIS FORUM WILL BE HELD AT:  

**The University of Chicago - Gleacher Center**  
450 N. Cityfront Plaza Drive  
Chicago, IL 60611  
312.464.8787  
http://www.gleachercenter.com/

AUGUST 16, 2010 — CHICAGO IL

The Gleacher Center is conveniently located in the heart of Chicago’s business community just blocks away from the Loop and steps away from Magnificent Mile shopping, restaurants and hotels. It is easily accessible from public transportation and adjacent parking lots.

The following hotels are located 1-2 blocks walking distance from the Gleacher Center:

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Chicago, Illinois 60611  
1.877.242.2558 > Reservations  
http://www.sheratonchicago.com

**Embassy Suites Chicago ~ Downtown/Lakefront**  
511 N. Columbus Drive  
Chicago, Illinois 60611  
312.836.5900 > Reservations  

**InterContinental Chicago**  
505 N. Michigan Avenue  
Chicago, Illinois 60611  
1.312.944.4100 > Reservations  
http://www.icchicagohotel.com/index.cfm

**Chicago Marriott Downtown**  
540 N. Michigan Avenue  
Chicago, Illinois 60611  
312.836.0100 > Reservations  

For a complete list of Chicago hotels please visit the following link  
http://reservations.choosechicago.com/3736_deal-list_m452_r288611.html