

*Learn how to help lawyers  
get more new business, more quickly*

## The LegalBizDev Train the Trainer Workshop

Four 90 minute webinars<sup>1</sup>  
OR  
One day in-person workshop<sup>2</sup>

### **Goal**

This workshop will enable legal business development professionals to coach lawyers more efficiently, and to adapt proven tactics to each firm's needs and culture.

### **The Train the Trainer approach**

While “train the trainer” programs are new to legal marketing, they are a standard operating procedure in other professions to:

- improve the quality of teaching and coaching
- achieve results more quickly and effectively
- present concepts and techniques more clearly
- make sure that new learning “sticks”
- reduce the time required for effective coaching
- assure consistent coaching
- prepare coaches to handle problem situations
- assure a professional team image

Before working with lawyers, LegalBizDev developed and implemented programs of this sort for over twenty years, with thousands of professionals in large corporations and government agencies.

On June 5, 2008, LegalBizDev offered the first public Train the Trainer session in the legal marketing profession. This one day workshop was attended by senior business development professionals from five large firms, with a total of more than 6,000 lawyers. Based on the success of that workshop, and the interest of other firms, we are now scheduling additional sessions in two different formats: as a series of four 90 minute webinars, and as a one day in-person workshop.

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<sup>1</sup> Each series of webinars is limited to four participants to maximize interactivity. Dates and times will be based on participants' schedules.

<sup>2</sup> Dates and locations of public sessions to be announced. Workshops can also be scheduled in-house. Each will be limited to a maximum of seven participants.

## Agenda

For webinars, Modules 1 to 4 are scheduled for 90 minutes each. Module 5 is a 30 minute one-to-one discussion, which is scheduled immediately after Module 4.

In-person workshops are scheduled for 8:30 to 5:00, with Modules 1 and 2 in the morning, and Modules 3 and 4 after lunch. Module 5 is a 30 minute one-to-one discussion, which is scheduled the next day.

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|----------|---|
| Module 1 | <ul style="list-style-type: none"><li>• Introduction: Workshop goals, materials, and agenda</li><li>• Coaching overview</li><li>• How to address lawyers' objections, including:<ul style="list-style-type: none"><li>• Lack of time</li><li>• Lack of interest</li><li>• Skepticism about coaching value</li></ul></li><li>• Positioning the coach's role</li><li>• Standard eight week programs</li><li>• Customized programs - Schedules and follow-up</li><li>• Defining proficiency factors for legal coaching</li></ul> |
| Module 2 | <ul style="list-style-type: none"><li>• How to adapt coaching procedures to your firm<ul style="list-style-type: none"><li>• Ten proficiency factors for legal coaching</li><li>• 26 tactics to increase coaching impact</li></ul></li></ul>  |
| Module 3 | <ul style="list-style-type: none"><li>• Alternatives to coaching<ul style="list-style-type: none"><li>• Business development groups</li><li>• Training</li><li>• Workshops and webinars</li></ul></li><li>• How to evaluate coaching and training</li><li>• <i>The LegalBizDev Certified Coach Program</i></li><li>• Putting it all together: What will work best for your firm?</li></ul>  |
| Module 4 | Coaching demonstrations (Jim Hassett will demonstrate the LegalBizDev approach, with volunteers role playing lawyers from their firms)  |
| Module 5 | A one-to-one confidential discussion of challenges in your firm, and how to maximize results for your goals and culture   |

## Each participant will receive

- Instruction and practice in applying effective coaching techniques
- A copy of *The LegalBizDev Coaching Guide*
- A 30 minute telephone consultation one month after the workshop

## Workshop leader



The webinars will be conducted by Jim Hassett, the president of LegalBizDev ([www.legalbizdev.com](http://www.legalbizdev.com)), and developer of *The LegalBizDev Success Kit*.

Jim founded LegalBizDev to help 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 has published seven books (including *Legal Business Development: A Step by Step Guide* and *The LegalBizDev Desk Reference™*) and more than seventy articles in publications ranging from the *New York Times Magazine* to *Law Firm Inc.* and *Strategies: The Journal of Legal Marketing*. Jim speaks frequently at law firms, and at professional organizations including the Massachusetts Bar Association and the New York, New England, and Southeastern chapters of the Legal Marketing Association. Jim also offers webinars through the Legal Marketing Association, the Law Journal Newsletter Web Audio Series, and West Legalworks. He has a Ph.D. from Harvard University, and is an Adjunct Associate Professor of Psychology at Boston University. His blog *Legal Business Development* was selected by *TechnoLawyer* as one of “the most influential legal blogs” and featured in *BlawgWorld*.

## Certification

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 obtain the *LegalBizDev Certified Coach* credential and adapt the LegalBizDev approach to their firm. Candidates who are certain they wish to be certified may proceed directly to the sixteen week program, and skip the *LegalBizDev Train the Trainer Workshop*. Candidates who take this workshop will increase their coaching skills, and be able to make more progress more quickly if they decide to go ahead with certification. For more details, contact us at [info@legalbizdev.com](mailto:info@legalbizdev.com) or 800-498-7246.

# The LegalBizDev Train the Trainer Workshop

**REGISTER BY PHONE** (800-498-7246), **BY EMAIL** ([info@legalbizdev.com](mailto:info@legalbizdev.com)), **BY FAX** (917-386-2733), or **BY MAIL** (LegalBizDev, 25 Mall Road, Suite 300, Burlington, MA 01803).

- Register for series of four webinars
- Register for in-person workshop

Date: \_\_\_\_\_

Location: \_\_\_\_\_

|   | <i>Number</i> | <i>Cost</i> | <i>Total</i> |
|---|---------------|-------------|--------------|
| Workshop: First person from your firm   | 1             | \$495       | \$495        |
| Workshop: Each additional person from your firm   |               | \$395       |              |
| <i>LegalBizDev Success Kit</i> (Each participant must order at least one <i>Success Kit</i> , at \$795 per copy, a discount of \$200 from the single copy price of \$995) |               | \$795       |              |
|   |               | TOTAL       |              |
|   |               | Enclosed    |              |

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Pay by  check  Visa  MasterCard  American Express

Name on credit card \_\_\_\_\_ Exp date \_\_\_\_\_

Credit card number \_\_\_\_\_ Security code \_\_\_\_\_

Additional attendees:

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_