

*Increase results from coaching and training  
Measure ROI (Return on Investment)*

## The LegalBizDev Train the Trainer Workshop

### **Goal**

This workshop will enable legal business development professionals to coach and train lawyers more effectively, and to adapt proven tools and techniques to each firm's needs and culture.

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

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

- improve the quality of training and coaching
- achieve results more quickly and efficiently
- present concepts and techniques more clearly
- make sure that new learning "sticks"
- reduce the time required for effective training and coaching
- assure consistent training and coaching
- prepare trainers and 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 from large corporations and government agencies.

In June 2008, LegalBizDev offered the first public Train the Trainer session in the legal marketing profession, a one day workshop in Boston. It has been offered several times since as a webinar for small groups and for individuals, and has been attended by senior business development professionals from firms with a total of more than 8,000 lawyers.

Based on this experience, future sessions will typically be offered as one to one webinars, since this enables the most efficient and frank discussion of each firm's needs and culture. On request, group workshops may also be scheduled for several people from a single firm.

# Agenda

## Module 1

### **Introduction**

- Goals, content, and agenda
- Business development approach
- How to address lawyers' objections to coaching
- Positioning the coach's role
- Best books for coaches to improve selling skills
- Standard vs. customized coaching programs
- Optional additions to the coaching program

## Module 2

### **How to adapt coaching tactics to your firm**

- Critical issues for your firm's culture and goals
- Proficiency factors for legal coaching
- 25 tactics to increase coaching impact

## Module 3

### **Putting it all together**

- Training vs. coaching
- Webinars
- Books and internet resources
- How to evaluate coaching and training
- How to measure results and return on investment (ROI)
- Track and publicize success
- LegalBizDev Certification Programs
- Review: What will work best for your firm?
- When should you begin testing your program?

## Module 4

### **Coaching demonstrations**

Jim Hassett will demonstrate the LegalBizDev approach, with volunteers role playing lawyers from their firms.

## Module 5

### **Private discussion**

A confidential discussion of challenges in your firm, and how to maximize results for your goals and culture.

The one to one webinar workshop requires four hours. Modules 1 and 2 are covered in a two hour session on Day 1; Modules 3, 4, and 5 are scheduled for two hours on Day 2. If you would like to consider a group session for several people from a single firm, contact us ([info@legalbizdev.com](mailto:info@legalbizdev.com), 800-498-7246) to discuss the schedule and approach that would best meet your needs.

## Prerequisites

- Three years of legal marketing experience, or the equivalent
- Current employment at a large or mid-sized law firm

## Each participant will receive

- Instruction and practice in applying effective coaching and training techniques
- A copy of *The LegalBizDev Train the Trainer Guide*
- A 30 minute telephone consultation after the workshop

## Workshop leader



Jim Hassett founded LegalBizDev ([www.legalbizdev.com](http://www.legalbizdev.com)) 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. Jim 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*. He speaks frequently at law firms,

and at professional meetings, including the Massachusetts Bar, and at Legal Marketing Association (LMA) chapters in Boston, New York, Philadelphia, Savannah and Vancouver. He has also offered webinars through LMA, the National Law Journal, West LegalEd Center, and the International Lawyers Network. 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.” Jim’s most recent publication is *The LegalBizDev Success Kit*, a multimedia reference tool that helps lawyers develop new business more efficiently, and has been purchased by firms with over 15,000 lawyers.

## 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* and/or *LegalBizDev Certified Trainer* credentials. For details, see *LegalBizDev Certification Programs* or contact us at [info@legalbizdev.com](mailto:info@legalbizdev.com) or 800-498-7246.

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**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 The LegalBizDev Train the Trainer Workshop one to one webinar. Two sessions of two hours each will be scheduled at your convenience.

	<i>Number</i>	<i>Cost</i>	<i>Total</i>
Workshop: First person from your firm	1	\$695	\$695
Workshop: Each additional person from your firm		\$595	
<i>LegalBizDev Success Kit</i> (If you do not already own a copy, you must order at least one <i>Success Kit</i> for each participant.)		\$995	
Massachusetts residents add sales tax of \$62.20 (6.25% of \$995) for each <i>Success Kit</i> in your order		\$62.20	
		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 \_\_\_\_\_