Small Firm Management: Starting & Growing a Successful Law Firm
Sponsored by Microsoft Corporation

October 15, 2010
Rainier Square Conference Center, 1301 Fifth Avenue, 3rd Floor Atrium, Seattle

Attend Either the Morning Session or the Afternoon Session or Both
1 Ethics and 2 General CLE Credits Approved for Each Session

Featuring

- Interdisciplinary undergraduate in Communications, Law, Economics & Government from The American University in Washington D.C.
- J.D. from Nova Southeastern College of Law in Ft Lauderdale
- Member in good standing, Florida Bar
- Admitted to practice before the Southern Circuit Federal Court
- Member of the Association of Certified Fraud Examiners
- Author of several books on law office management including being a contributing author to the American Bar Association’s “Flying Solo”.

Which Half Of The Day Is Going To Be Right For You?

Starters (AM)
- This program has been specifically designed to give newly-formed law firms a competitive advantage.

- This program is appropriate for you if you’re thinking about starting a law firm within the next 6-12 months or if you’ve only recently started your own law firm within the past 12-18 months and you’d like to get the benefits of a solid foundation upon which to build your future success.

Pro’s (PM)
- This program is specifically geared for solo lawyers and equity owners of already-successful small law firms who are ready for a refresher on the fundamentals of small law firm management.

- Or else it will be a crash-course on the fundamentals of the business of professionally, ethically and very profitably managing a solo or small law firm that works for you.

- Attendees should expect to review or learn for the first time tried and true techniques for bringing predictability to law firm cash flow management; stability and how to increase repeat and referral business for a law firm; key administrative processes and procedures to motivate more cheerful, collaborative and cooperative staff.
Malpractice avoidance. Accident investigators have found that planes don’t crash because of one big catastrophic mistake but rather it’s almost always the end result of a series of little, avoidable, seemingly-obvious mistakes. Nearly 54% of bar grievances filed is the result of a series of little, avoidable, seemingly obvious and unintentional law firm management mistakes. In this segment we’re going to identify some of the most common law firm management mistakes including Business Planning 101: What business are you really in?

Client service. Is it ethical to solve the wrong problem for a client? In this segment we’re going to talk about the practical reasons why it’s more ethical and more profitable to pick a niche for your new law firm right from the start. Because fish don’t ride bicycles and clients don’t want lawyers solving the problems the lawyer wants to solve, they want us to solve the problems they want us to solve. What do you do if the client wants you to solve the ‘wrong’ problem?

Business planning. Here we’ll talk about the R.U.L.E.S. of running an efficient and reliable law firm. Lawyers have been running professional services firms for hundreds of years based on these established principles. Long before we had computers. When the only things that “tweeted” were the birds. We’ll also discuss the ethical implication of and how to align the Bar Rules, with the R.U.L.E.S. of running a successful law firm that delivers great client service.
1:00-1:30pm Registration

1:30-2:15pm Growing a Law Firm: Professionalism
Malpractice avoidance. Few clients REALLY want the “highest quality” legal service available. Instead in the real world it’s always a balance between competing interests. The seeds of trouble are sown though when we as lawyers presume we know what clients REALLY want. And those seedlings are nourished by what we feed prospective clients who come into our offices with one burning question on their mind that rarely ever gets answered.

2:15-3:15pm Growing a Law Firm: Client Service & Law Office Management
Client Service. There are six key administrative procedures they never taught most of us in law school that directly affect the perception of ‘service’ experienced by clients interacting with law firms. In most cases the silence we hear in law school about how to truly deliver great client service is bad enough. Unfortunately, too often what we actually get turns out to be bad advice from well-meaning people. For example, if you’ve ever been told you should promise your clients that all calls will be returned “within 24 hours” your life, your practice and your clients’ experience of working with your firm are about to improve dramatically when you learn which law firm administrative procedure actually works so much better in this segment.

3:15-3:30pm Break

3:30-4:45pm Growing a Law Firm: Ethics & Law Office Management
Law Office Management (time, efficiency, billing, financial). There are six (more) key administrative procedures that are proven to affect law firm growth or shrinkage. In this section we’re going to address our ethical obligations as lawyers to engage in professional and profitable law office management. Because a law firm that’s not run at a profit will soon cease to be of service to anyone.

4:45pm Evaluations and Adjournment
RJon Says: “It surprises many of the lawyers I have worked with over the years, when I tell them that being a solo practitioner, or in a small firm with five or fewer attorneys, we are actually in the vast majority of lawyers in this country. I know it can feel like you’re all alone out there though. After all, who does a solo lawyer have to bounce management ideas off of? Or conduct a post-mortem with on the great ideas that didn’t work out?

Having been a Law Practice Management Advisor with The Florida Bar’s Law Office Management Assistance Service I’ve had the unique opportunity to work with thousands of and working privately with thousands of my fellow lawyers and owners of successful solo and single shareholder small law firms over the years to help them with virtually every aspect of managing their law firm businesses.

And what I discovered over, and over, and over again is that yes, in fact, happy lawyers DO make more money. But the profits of a law firm are the consequence and not the reason for educating ourselves about the business of professionally managing a predictable, ethical and effective law firm business.

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KCBA REGISTRATION FORM
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**IMPORTANT NOTICES**

**Please advise KCBA two weeks in advance of any condition that may impact your participation at the seminar so we may ensure appropriate and comfortable accommodation.

*** If you must cancel, tuition will be refunded less $40, if cancellation is received in writing (cle@kcba.org or fax, 206-267-7099) by September 29, 2010. After this date, no refunds will be permitted, however, substitute attendees are welcome.

****Walk-in registrations are welcome as space permits. Please note that you will receive the instructions regarding downloading your electronic course materials within four days after the program.**