



## Tips for building commitment through group meetings with the audio CDs

1. Schedule a one hour lunch meeting to promote business development by seeing and discussing one of the PowerPoint presentations on the Success Kit CDs.
2. Offer free food.
3. Decide which module to show first
  - a. If your group accepts the importance of marketing and is ready to discuss *how* to market more efficiently, preview Module 2 on CD1 “Six ways to increase results from your limited marketing time” (25 minutes) to be sure this is the best way to meet your need. If it does, play it during the lunch meeting, and discuss the Module 2 exercise on page 139 of the *Desk Reference*.
  - b. If your group first needs to be convinced to put more time into business development, preview Module 1 on CD1 “How the legal market is changing and what it means to you” (27 minutes) to be sure this is the best way to meet your need. If it does, play it during the lunch meeting, and discuss the Module 1 exercise on page 131 of the *Desk Reference*.
4. To prepare for the presentation
  - a. Set up a computer monitor, ideally with a projector and high quality audio.
  - b. Do a test run with to make sure that all participants will be able to see and hear the presentation.
  - c. If you have any issues using the CDs, see the instructions on page 118 in the *Desk Reference*.
5. Ask whether participants would be interested in additional lunches to repeat this process with other modules (listed on page 10 of the *Desk Reference*). Note: Playing CDs for a group will be most successful for Modules 1, 2, 3, 4 and 6. Module 5 (elevator speeches) is only 5 minutes long, and ends with a much more demanding interactive exercise. It would be difficult to conduct the exercise in a group setting, unless you practice in advance, and limit the exercise to a single volunteer.
6. Ask whether some or all of the people in the room would be interested in setting up regular meetings and/or reports to support business development. (See the *Desk Reference* pages 57 and 61 for suggestions.)

*Revised July 2008*