

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

## The LegalBizDev Train the Trainer Workshop

Webinar: December 10 and 11, 2008, 1-4 PM ET  
Webinar: February 3 and 4, 2009, 1-4 PM ET  
Washington, DC, April 5, 2009 (details TBA)<sup>1</sup>

### **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 a 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 that was sold out. In September 2008, LegalBizDev offered the same workshop as a webinar, and again it was sold out. The senior business development professionals who attended these sessions came from firms with a total of more than 8,000 lawyers.

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<sup>1</sup> This in-person workshop will begin immediately after the conclusion of the Legal Marketing Association's 2009 Conference near Washington, DC. Details will be released as soon as LMA announces its final agenda for the conference.

# Agenda

## Module 1

### **Introduction**

- Goals, content, and approach
- How to address lawyers' objections to coaching
- Positioning the coach's role
- Best books for coaches to improve selling skills
- Standard coaching programs
- Customized coaching programs
- When should you begin testing your program?

## Module 2

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

- Critical issues for your firm's culture and goals
- Ten proficiency factors for legal coaching
- 24 tactics to increase coaching impact

## Module 3

### **Putting it all together**

- Supplements and alternatives to coaching
  - Training
  - Webinars
  - Audio CDs
  - Books and internet resources
- How to evaluate coaching and training
  - Kirkpatrick's four levels
  - Measuring ROI
  - Rating trainers
- LegalBizDev Certification Programs
- Review: What will work best for your firm?

## Module 4

### **Coaching demonstrations**

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

## Module 5

### **Private discussion**

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

Webinars are limited to four participants to maximize discussion and interactivity. Modules 1 and 2 are covered in a 3 hour session (including a break) on Day 1; Modules 3 and 4 are scheduled for Day 2. In-person workshops are limited to seven participants, and typically scheduled for 8:30 to 5:00. For both webinars and in-person workshops, Module 5 is a one to one confidential discussion with session leader Jim Hassett, scheduled about a week later.

## 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 Coaching Guide*
- A 30 minute telephone consultation 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 author of *The LegalBizDev Success Kit*.

Jim Hassett 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.

Jim has published seven books (including *Legal Business Development: A Step by Step Guide* and *The LegalBizDev Desk Reference*<sup>TM</sup>) 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 meetings of the Massachusetts Bar, and the New York, New England, and Southeastern chapters of the Legal Marketing Association. Jim also offers national 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* 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.

# 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).

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	<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 \_\_\_\_\_