



Business Development for Women Lawyers - Agenda

Program length: 2 hours

This program contains 2 professionalism hours.

Target Audience: Women law firm associates

Goals of the program: introduce the tools contained in the Law Society's *A Guide to Business Development for Women Lawyers* (the "Guide") and show how these tools can help associates improve their business development skills.

Professionalism topics

The program is structured to build on the practical tools in the *A Guide to Business Development for Women Lawyers*. Women lawyers will be encouraged to attend. Partners who mentor these associates should also attend.

The program will help associates learn how to use the Guide's tools to effectively build their practices and their profiles. The program will address the following professionalism topics:

- "Understanding the business of law, including financial considerations, client development and strategic planning" – The program will show associates how to use the resources in the Guide to develop a workable business development plan that takes into account their priorities and also focuses on providing high quality services to clients, building client relationships, and developing their internal and external profiles.
- "Career and profile management in the legal profession" - Associates will learn how to create a personal brand and how to generate client business.

Agenda

Introduction – 10 minutes

- Background on Justicia/Retention of Women Project and resources available for associates
- What is business development?
- Overview of business development challenges for women

TOPIC: Self-Promotion and Developing a Personal Brand – 45 minutes

Professionalism Content – 40 minutes

In this section of the program, associates will learn how to generate business by promoting their achievements and establishing a personal brand.

- Participants will use the “BRAG! Take -12 Self-Evaluation Questionnaire” provided in the Guide to map out their skills and achievements
- Participants will work on developing an individual brand message (an “elevator speech”)

This section of the program highlights the Law Society’s Professional Management Practice Guideline, particularly 6.8.2 Planning, which outlines activities lawyers may wish to engage in to plan for the future in their practice.

TOPIC: How to Create a Marketing Plan – 45 minutes

Professionalism Content – 45 minutes

In this session, participants will do the groundwork necessary for preparing a marketing plan. The facilitator will address topics such as: whom to market to, choosing a target market, researching your target market, marketing to referral sources and making time to market

- Participants will use the “Marketing Roadmap” in the Guide to create their own marketing plan
- Participants will be introduced to the “Client Research Chart” in the Guide, which will accompany their marketing plan

This section of the program highlights the Law Society’s Professional Management Practice Guideline, particularly 6.8.2 Planning, which outlines activities lawyers may wish to engage in to plan for the future in their practice. In discussing how to create a marketing plan, the facilitator delivering the program will also touch on the Law Society’s Rules of Professional Conduct – more specifically, Rule 3.02 Marketing and Rule 3.03 Advertising Nature of Practice.

TOPIC: How to Effectively Approach Business Development? – 25 minutes

Professionalism content – 25 minutes

In this session, participants will discuss the following business development strategies:

- Writing and Publishing
- Public Speaking
- Online Marketing and Social Media
- Building relationships

The facilitator will also speak about what is required to become a successful rainmaker.

This session will touch on the following:

- *Technology Practice Management Guideline, which speaks to the use of electronic communications*
- *Rule 2.03 of the Rules of Professional Conduct, which speaks to the need comply with confidentiality and privilege requirements*
- *Rules 3.01 Making Legal Services Available, 3.02 Marketing and 3.03 Advertising Nature of Practice of the Rules of Professional Conduct*
- *Rule 6.06 Public Appearances and Public Statements*

Conclusion and follow-up

At the end of the workshop, each associate participant will be asked to set a specific date after the program to meet with his or her mentor to work on developing an effective business development plan.

Suggested follow-up activities:

- A follow-up workshop to review and discuss the individual business development plans associates have prepared (in pairs or small groups) and to address any difficulties associates may have had in preparing them
- A panel discussion with partners at the firm to provide information and tips about business development
- Individual meetings of associates with mentors/sponsors to discuss implementation of their business development plans and to agree on a schedule for updating their plans

Facilitators' Guide

The following are tips to assist Facilitators in law firms when delivering the workshop.

1. The *A Guide to Business Development for Women Lawyers* should be distributed to participants in the workshop in advance, with the agenda for the program.
2. Participants will be asked to refer more particularly to the tools found at Appendices 1, 2, 3 & 4 of the Guide and the useful tips at Appendix 5 of the Guide. These should be highlighted to participants.
3. The facilitator may wish to distribute Appendices 1, 2, 3 & 4 of the Guide as loose leafs during the workshop to allow participants to work with the documents.
4. Participants are asked to familiarize themselves with their firm's specific policies on business development. The facilitator may wish to provide participants with links to the relevant policies ahead of the workshop.
5. Prepare a power point presentation or a PDF document to present the introduction and the general overview of the action plan and the checklists. A template power point is provided for the introduction about the Justicia project. Facilitators may wish to complete the power point by adding information about other topics covered in the workshop.
6. The facilitator may wish to identify the follow-up activity for the session (e.g. individual meetings with mentors/sponsors, follow-up workshop panel discussion). This activity should be described at the workshop.