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The Lawyer's Business & Marketing Planning Toolkit



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Synopsis

Written for lawyers and attorneys who are seeking practical advice on how to anlyse, plan and then implement a buisness or marketing plan for their individual or firm’s practice.Written by a 30 year veteran in legal practice who has worked managed and consulted to firms from 3 to 300 partners in the US, UK, Australia and China.The book is designed to enable a practitioner who specialises in any field of law who operates individually or as part of a team to analyse the services they offer, the market and industry groups they are targetting. The book then describes how to ’sell’ and involve others with whom you intend to implement the plan and concludes with useful templates which enable the plan to implemented over an extended period.It understands you have limited time and resources in which to do this and emphasises the need to make the process practical and achievable. The process and templates have been used by numerous law firms struggling to develop their practices as more than a series of individual ’silo’ practices. It stresses and utilises experienc gained outside of the traditional law firm environment and provides access to other resources and readings for those who wish to explore the area more deeply.Any plan requires a ’balanced approach’ understanding that financial outcomes are just that ’outcomes’. Outcomes driven by a focus on other drivers such as clients, learning and development and work processes as well as a clear understanding of how law firms make money. It examines the impact of ’leverage’ and provides tools to analyse profitability and where time and money are lost in most practices.If you are looking for a handbook to provide the guidance you need to manage and motivate yourself and those you work with, this is it. If youi have been frustrated by over ambitous plans in the past and are looking for guidance on the things that really matter to get your practice up and running and to keep you focused this can be a great help!

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