

Lawyer Business Development Coaching: Course 1 – Coaching Fundamentals Syllabus

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Course 1 • 2021 • Tuesdays, 2-3PM EST

The first course in the four class **Law Firm Business Development Coaching Certification** series will introduce skills and concepts that are essential to providing high-value coaching experiences to lawyers and law firms. The Program is organized in a format that emulates a 6-meeting coaching engagement.

After the first overview class, each class will cover specific coaching proficiencies and elements that fits a particular meeting in the sequence of coaching conversations. The conclusion, final class discusses lessons learned, has time for questions and answers, and provides ideas to continue developing coaching skills.

Classes 2-7 contain coaching role plays with debriefing conversations revealing alternative approaches to specific coaching situations. Participants are given practice assignments in between class meetings.

Class 1: Overview, Concepts, Essential Skills

Effective coaching engagements occur when a coach is clear about his/her role, understands the challenges and context of the “client,” and is knowledgeable about processes that foster success. The first class provides foundations for an effective coaching relationship and objectives.

- Coaching Overview: Roles, Goals, Models
- What is Business Development Coaching
- The Role of the Business Development Coach
- The Challenges of Being an In-Firm Coach
- Coaching Objectives
- Coaching Objectives
- First meeting preparation
- Lawyer personalities and careers

Class 2: Creating a Strong Beginning

The most basic element of coaching is the relationship between coach and lawyer. Therefore, during the first conversation it is essential that the coach establish the basis for credibility, trust, and connection. Also, objectives of the initial discussion include the coach learning about the lawyers' goals and values, explaining the coaching process and clarifying his/her role in fostering the lawyer's success.

- Active Listening
 - Coaching Presence
 - Introducing the Process
 - Connective Questions
 - Engaging
 - Listening for What's Important
 - Listening for Goals
 - Explaining the Role of the Coach
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Class 3: Blending Business Development into the Practice of Law

Business development is a cornerstone of an attorney's career. It is therefore important that coach and lawyer have a thorough conversation about the scope and particulars of a lawyer's practice in addition to the contribution he/she wants business generation to play in his/her definition of success, and areas of his/her practice that are most fulfilling and challenging.

Since rainmaking success is an individualistic pursuit, it is critical that the coach listen and ask questions that will lead him/her towards developing a comprehensive picture of the lawyer's strengths, values, comfort zone, life style and goals.

- Exploratory Questions
- Listening for What They Want
- Facilitating a Vision
- Understanding their practice
- Understanding Their Practice
- Putting Goal Setting into a Context
- Setting the Stage for Success

Class 4: From Vision to Gameplan

Given the various pressures in lawyers day, successful rainmaking efforts require efficient and effective action. When goals and direction have been discussed and defined the coach begins to help the lawyer create an action plan that is sustainable within the (usual) context of his/her busy life.

- Moving from One Session to the Next
 - Introducing and Explaining New Ideas
 - Creating and Sustaining Motivation
 - Directive Listening, Maintaining a Strategic Path
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Class 5: Sustaining Momentum

As coaching sessions move forward, the competition for a lawyer's time and attention is inevitable. Focus on business development activities typically becomes a second priority. At this stage in a coaching engagement, a coach is challenged to keep the lawyer motivated and help him/her discover ways to efficiently select and take relationship-building actions..

- "Homework"
- Accountability
- Encouragement
- Displaying the Value Proposition of coaching
- Ways to Take Action 15 Minutes per Day

Class 6: Coaching Scenarios #1

Role playing and discussion around this frequent scenario—A lawyer has many relationships in positions of influence, yet she has not been able to bring in work from them.

Class 7: Coaching Scenarios #2

Role playing and discussion around this frequent scenario—A lawyer is going to an important conference that he attends every year. Many potential clients will be there. He tells the coach that he enjoys going but never finds business there.

Class 8: Summarizing, Concluding, Next Steps

In the final session of Course 1 participants will present examples of putting the course concepts into action. Both challenges and successes will be revealed, and potential alternative actions explored.

- Reviewing
- Refreshing
- Building blocks for the developing coach

Learn more and enroll now:

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