

Business Development Coaching Certification for Law Firms

Syllabus

Instructor: Karen B. Kahn, EdD PCC

Course 1 • 2021 • Tuesdays, 2-3PM EST

Session 1: Coaching, Lawyers and Business Development

The Coaching, Lawyers and Business Development session will discuss ways to integrate coaching models, ways lawyers think about business development and the challenges and joys of business development coaching.

We'll review:

- Lawyers attitudes toward business development
 - Coaching tools, techniques and approaches
 - Law firms needs + lawyer needs—a difficult combination
 - Where coaching fits into law firm culture
 - How to avoid the cookie cutter approach
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Session 2: Establishing a Business Development Coaching Relationship with a Lawyer

Lawyers can be skeptical individuals and vulnerable to admitting what they know and don't know. Session Number 2 addresses where to begin coaching, ways to establish a strong, credible relationship (especially when you are a "nonlawyer") and how to initiate discussion about a topic, business development, which many lawyers would prefer not to do.

We'll cover:

- Importance of listening to challenges, frustrations and dislikes
 - What would make business development acceptable
 - Learning about her/his practice, interests, goals, values
 - Reframing business development so it "fits"
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Session 3: Making Business Development DOable - Strategy and Methodology

One of the reasons lawyers dread doing business development is that they don't know what to do so the process seems complicated. This makes their efforts time consuming and scattered. Session 3 introduces a methodology that has been described as "easy," "clear," and "simple to follow." Using the model with a client allows the coach to focus on the nuances, learning curve and anxieties of what she/he is doing.

We'll cover:

- An outline of a methodology that fits into a lawyers busy life
 - Coaching skills that facilitate the model and drive success
 - The importance of concrete, simple and directed
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Session 4: The Flow of a Coaching Meeting

One of the most significant differences between working with a lawyer and someone outside of the profession is her/his anxiety about time. It is therefore essential to have a sense of how to optimize the value of a relatively brief session, what coaching techniques have the most impact and being clear about the direction of your work together.

We'll cover:

- Where to begin
 - Setting expectations about your work together
 - Agendas
 - Homework
 - The coaches role
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Session 5: Starting Coaching with a Reluctant or Enthusiastic Lawyer

Having to engage in business development is often the factor that pushes a lawyer out of a law firm and into in-house work. Session 4 starts at the heart of any new venture "why" is the effort important to you, for BD Coaching, "why is it important to take time to develop business, how will it contribute to the pursuit of your personal desires?" When an attorney connects rainmaking to her/his values, motivation increases.

- Why—the cornerstone of motivation
 - Confronting "I don't want to do this"
 - Reframing business development so it fits for the attorney
 - Accountability to the personal vision
 - Doing it HER/HIS Way
 - The 6 "I's" in business development
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Session 6: Goal Setting and Organization

Research indicates that successful people have goals. In Session 4 we discussed personal goals, in Session 5 the concept of a professional vision is explored. Interestingly this is often a topic that lawyers have not had the time to think about. It takes more thought time than one might think. Coaching helps attorneys think beyond their everyday experiences, consider what career elements will contribute fulfillment and how business/relationship development can facilitate the acquisition of what they most want.

- What.....helping the lawyer define success and fulfillment
 - The "work around" for the time conundrum
 - Setting long term, mid term, short term goals
 - Creating business development goals that fit for each lawyer
 - Tying experiences to business development
 - Creating a career vision
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Session 7: Defining a Viable Marketplace

Buyers of legal services show preference to lawyers that have 2 areas of knowledge: good legal skills and knowledge about their industry sector. They want their lawyers to participate in discussions about business strategy and proactively provide them with issues about which they should be concerned. Lawyers that possess a particular area of narrowly defined industry sector expertise have the ongoing, comprehensive business knowledge to serve clients and are positioned for a strong, ongoing relationship development. Session 7 discusses this strategy and ways coaches can assist lawyers to select and become involved in an industry focus. As attorneys are often confused and resistant to pursuing this direction, coaches who challenge and encourage are often successful in helping lawyers move toward their goals.

- Industry focus and business development
 - Exploring industry sectors
 - Mythbusting: casting a wide net
 - Engaging in a difficult conversation about having a specific BD interest
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Session 8: Reality

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
 - Remarking
 - Resisting
 - Reframing
 - Reassuring
 - Relating
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