

Foundation Skills Workshop Synopsis

This workshop answers the question “How do I build my career?” Law schools teach students the law’s frameworks. Law firms and CLEs teach lawyers the technical skills required to practice law. This three-hour interactive course opens the door to building a successful legal practice. Combining conceptual analysis with practical exercises, the Foundation Skills Workshop covers the fundamentals of Business Development, Leaderships Skills and Practice Management.

- ▶ **Target Audience:** This course is ideal for junior associates and lawyers needing a refresher in the basics of professional development.
- ▶ **Delivery:** Three-hour interactive presentation with in-class and extracurricular exercises.
- ▶ **Topics:**
 - *Business Development: Marketing is not a four-letter word.*
Professionals are generally averse to individual marketing and sales efforts. Yet getting known and getting clients are necessary components to a successful practice. Covering the basic precepts of professional services marketing, this segment introduces students to the distinction between and importance of marketing and sales, getting involved, developing rapport, building a professional network and initiating contact.
Exercises:
 - ◇ Drafting Your Bio
 - ◇ Teeing Up the Ball
 - ◇ Building Rapport
 - ◇ Building a Simple Professional Network
 - *Leadership Skills: Going soft to rise above.*
Understanding the elements of communication and group dynamics is crucial to developing a successful career. This is especially true of lawyers, who have spent most their scholastic years working alone. This hour builds on the first and covers emotional intelligence, body language, listening and perceiving skills, and finishes with a discussion on mentoring.
Exercises:
 - ◇ Sucking Air
 - ◇ Walking the Walk
 - ◇ Meet Your Mentor
 - *Practice Management: This way is up.*
This hour turns the focus towards day-to-day practice issues. The hour begins with the organizational construct and drills down to each member’s role. Next the concept of “balance” within a professional career is covered. And the hour ends with some practical recommendations for increasing productivity.
Exercises:
 - ◇ Getting to Know Your Fuel
 - ◇ Starting Roster
- ▶ **Materials:** A 25-page workbook, including substantive content and exercises, PowerPoint presentation materials and additional incentives.
- ▶ **CLE Credit:** Approved for at least 1 Practical Skills credit.
- ▶ **Cost:** \$249 per attendee.
- ▶ **Follow-up Coaching:** To maximize the course’s effectiveness, two post-training coaching sessions are included **Free of Charge**.