



Coaching for Attorneys: Improving Productivity and Achieving Balance

The Class

I took this class when I was working as an associate at a small firm. The communication and time management sessions were particularly helpful to me in managing my work relationships and my workload. I recall thinking at the time that every attorney who works with clients should take this class to develop relationships based on shared goals and expectations. I also feel that any employer or manager would benefit from the skills and tools that I took away from the class.

Holding the class over a period of ten weeks is brilliant. The concepts that I learned in the class are only helpful if I actually use them. By extending the duration of the class, rather than cramming the entire course into a day or two, the concepts were reinforced with every homework assignment, sharing, and in-class exercise. Change is not easy, and changing the way that I communicate is definitely a continuing challenge.

I left the small firm and started my own solo practice while taking Cami's advanced class. I still carry my class notebook around with me to keep the great information and tools at my fingertips. I learned something from my fellow classmates at each session. These courses helped me to move myself and my business forward, and I thank Cami for that gift.

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This class is directed at attorneys like yourself. It is designed to help you internalize the tools in the book, Coaching for Attorneys: Improving Productivity and Achieving Balance. In this class, you will learn skills to enroll clients, as well as learning strong communication skills, and trust-building skills. It will be hands-on; we will practice enrollment skills - how to sign up new clients! Note that class participants may include partners, associates and sole practitioners, as well as in-house counsel and possibly even paralegals and law clerks. The class is designed to work in a public forum (i.e., with attorneys from different areas, practices, firms, walks of life); or to be brought in-house to be taught to lawyers and even support staff within the firm. This latter option is invaluable in getting all

members of the firm “on the same page,” speaking the same language, and using the same tools to support each other and create a shift in firm culture.

You will set goals each week and will be held accountable for doing what you promise every week. The style of the class will be partly teaching and partly coaching, facilitated by Certified Performance Coach and author, Cami McLaren. The purpose of this class is to learn tools and be coached to move to the next level in your business, whether that is financial growth, organization, better communication, or excellent employee relations. Only come to this class if you are 100% committed to learn, improve and develop your business, moving to the next level and willing to be accountable to do whatever it takes to get there.

Outcomes:

- Practice and internalize tools to increase client base
- Practice and internalize accountability tools
- Work with an accountability partner, and keep to your stated goals
- Time management tools
- Business relationship-building skills including
 - Trust-building
 - Ways to stand out to people you meet
 - Communication tools including
 - Reflective/empathic listening
 - Making clear requests and promises

Curriculum

Week One: Accountability & Enrollment tools. Set goals & get accountability partners.

Introduction to the REALITY model of enrollment and accountability. We will set up accountability partners for the duration so you can make strides every week.

Week Two: More practice with Enrollment & Accountability.

Become more grounded in accountability and the REALITY model of enrollment.

Week Three: What gets in your way?

Working with the concepts of "the drift" (your unconscious way of being that does not support you in building your business), personal obstacles (what gets in the way of getting where you want in your practice), and levels of commitment.



Week Four: Time Management.

Learn different tools to manage your time, as laid out in the book, Coaching for Attorneys.

Week Five: Review and Practice what you are learning.

In this class, we will review all tools, assess where we are, and challenge ourselves to raise the bar a notch.

[Weeks Six - Nine] **Business-Relationship Building.** In these four classes, we shift to focus on consciously building and sustaining business relationships. The three elements of all relationships are trust, commitment, and communication.

Week Six: Communication. Effective Listening.

Learn tools & practice for the most important part of communication - listening.

Week Seven: Communication. Clear requests and promises.

Learn to speak clearly so others understand you and you are making clear statements and agreements and keeping agreements, building trust.

Week Eight: Trust.

How to build trust with others in the legal community – judges, co-counsel, opposing counsel, clients and staff.

Week Nine: Commitment.

How do clients know when you are fully committed to them? How can you show your clients (and others) that you are committed to the results they desire? Learning to demonstrate commitment in important relationships will help you build lasting relationships with others that are sustainable and mutually-beneficial.

Week Ten: Going Forward. Setting goals and a plan of action.

How will you continue to work with these tools? We will review the formula for success that we have been practicing throughout this series; and a model for completion/closing down, and moving forward energetically and purposefully.

Class Logistics

1. The classes consists of 10 sessions. You have the option of meeting weekly or bi-weekly to go through the 10 classes.
2. Price is \$700/individual, if paid in full before the first class. A \$50 deposit is required to register. Payment plans are available. The full price, if financed, is \$750. Price includes a copy of the book, Coaching for Attorneys and a workbook.
3. Firm rate is \$7000 for up to 11 participants. Price is \$700 per person for each additional participant over 11. \$6500 if paid in full before class starts. Payment options are available. Rate includes a copy of the book, Coaching for Attorneys and a workbook for every participant.
4. Each class will involve elements of teaching (learning specific tools), coaching (finding how best to apply the tools in your own life/business situation) and participation (practicing the tools in the classroom).
5. Sessions will be 2 hours long.

Email or call Cami:

- For more information
- For a list of upcoming public class dates
- To bring Coaching for Attorneys to your firm or organization