

## Program description

Make no mistake about it! The delivery of legal services is a profession, but the practice of law is a business, and the essence of every law business is clients and client service. Every law firm must secure more clients; operate “like a business”; deliver excellent legal services in the most cost-effective means possible; and differentiate itself. What is the bottom line? Success in the practice of law requires *business solutions!*

This one day course is designed for attorneys interested in building a great law firm, delivering great client service and effectively marketing their services. Most important, it is designed to help attorneys improve and increase their business development results. The primary focus of the course will be on creating client-centric law firms and delivering great client service, differentiating your firm from other firms, and the skills and strategies needed for effective relationship building and business development results.

Tired of attending continuing education courses limited to substantive practice areas or technical skills? The practical reality is that every law firm is, in fact, a business. While the delivery of client services is a profession, how the firm operates, how it develops business and how well it delivers great client service are fundamentally business issues. In fact, the practice of law is more about the delivery of those services (and the client experience) than the substantive law. This course is an opportunity for attorneys to sharpen their business and business development skills in a workshop format. The course will cover subjects including law firm challenges, challenges and solutions in law firm marketing, developing your firm value proposition, and delivering great performance for your clients. The course will also focus on how to build relationships to success in a law firm, including specific marketing and business development strategies and skills.


You will be provided with ideas, skills and strategies to use to improve your law firm “business” and your business development results. Don’t miss this opportunity to improve your business with insights and ideas from a lawyer and entrepreneur.


## Who should attend


This one-day course is specifically designed for attorneys at all levels in any size firm. From the managing partner or shareholder to young associates, this course will help attendees be more successful. Management lawyers will have the opportunity to explore ideas and strategies for improving their firm operations, as well as business development efforts. Small to medium sized firms will be exposed to ideas and strategies that will benefit every area of their firm from operations to business development. Even younger lawyers will benefit by finding ways to improve their own “business” within their firm, including critical business development skills that are a necessity in every law firm.

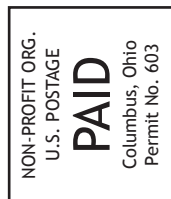
## Unable to attend?

This CLE seminar is also available in these formats:

 Live Webcast: You can view this seminar via the Internet for self-study credit as it takes place at the OSBA on Aug. 3, 2009. The Supreme Court of Ohio allows you to earn six hours per reporting period through self-study. To register, go to [www.ohiobar.org/webcasts](http://www.ohiobar.org/webcasts).

 DVD: You may purchase the DVD and course book for \$100 (no CLE credit). To order, please contact Member Services at (800) 232-7124 or (614)487-8585 (credit card) or check the DVD order box on the registration form.

 Book: If you cannot attend this program but want to order a copy of this course book, complete the registration form and check the book only check box.



 OHIO STATE BAR  
ASSOCIATION  
CLE  
P.O. Box 16562  
Columbus, OH 43216-6562

Return Service Requested

## Business Results for Lawyers: Strategies and Tactics for Building Your Law Business



August 3, Columbus  
(Live and via Webcast)  
August 4, Dayton  
August 5, Perrysburg  
August 6, Cleveland

# Business Results for Lawyers: Strategies and Tactics for Building Your Law Business



## DATES AND LOCATIONS:

August 3, Columbus  
(Live and via Webcast)

August 4, Dayton

August 5, Perrysburg

August 6, Cleveland

## HOURS:

6.0 total CLE hours

 OHIO STATE BAR  
ASSOCIATION  
CLE



### Course topics

- I. The Business of Law
  - A. A lawyer's journey—from lawyer to entrepreneur to business builder
  - B. The trouble with law school
  - C. The business realities of law
  - D. Critical changes for lawyers
  - E. Rainmaker or producer—what drives law firm success?
- II. The Trouble with Lawyers and Law Firms
  - A. Too busy
  - B. Being a good lawyer is not enough
  - C. Too much internal focus
  - D. Understanding your true value
  - E. Everybody looks the same
- III. Law Firm Business Keys and Strategies
  - A. Law firm challenges
  - B. Law firm business keys
  - C. Effective delegation equals results
  - D. Compensation models aligned with strategies
- IV. The Power of Leverage in Law Firms
  - A. Five leverage keys for your law business
  - B. Turning your law firm staff into effective client service and marketing tools
  - C. Building a great law firm team
- V. Marketing the Invisible—the Law Firm Challenge
  - A. Identifying the law firm challenges
  - B. Law firm challenges with clients—what they don't know can kill your business
  - C. Deciding what your law firm delivers (or should deliver)
- VI. Building a Great Law Firm
  - A. Deliver great performance
  - B. Define your perfect client
  - C. Differentiate you and your firm
  - D. Decide to build relationships
- VII. What Do Clients Want?
  - A. What law firm clients don't like
  - B. The trouble with the billable hour
  - C. What law firm clients want
  - D. The good news...you control everything
- VIII. How to Deliver Great Performance
  - A. Focus on the experience...not the results
  - B. Ask questions and more questions and more questions
  - C. Educating clients
  - D. Preparing clients
  - E. Managing client expectations
- IX. Defining Your Client and Target Markets
  - A. What does your perfect client look like
  - B. What pond are you fishing in (what is your target market?)
  - C. What pond should you be fishing in—niches for success
- X. What Makes You So Special—the Critical Role of Differentiation in Law Firm Success
  - A. Selling your value—not your expertise
  - B. Better is not better...different is better!
  - C. How not to differentiate your firm
  - D. Your value proposition
- XI. Building Relationships to Success
  - A. Stop selling and start building...relationships
  - B. "Selling" by connecting
  - C. What you do is what you get
  - D. The ten BE's of business development
  - E. How to become a true trusted advisor for your clients

### Schedule

- 8:00 Registration
  - 8:30 Program begins
  - 12:00 Lunch (on your own)
  - 1:00 Program resumes
  - 4:00 Program concludes
- There will be 15-minute morning and afternoon breaks.

### Featured speaker



Jeffrey L. Nischwitz, Esq.

Jeffrey L. Nischwitz is a lawyer, entrepreneur, relationship builder and business builder who has built a reputation as a speaker, consultant, advisor, trainer, coach and writer who helps professionals and business owners to enhance their success through leadership, entrepreneurial thinking, empowered teams, great client experiences and proven

relationship building and business development strategies and tactics. After graduating from Ohio Northern University with a B.S. in Business Administration (summa cum laude), he attended The Ohio State University College of Law where he received his Juris Doctor degree (summa cum laude), was a member of the Order of the Coif and was a member of the *Ohio State Law Journal*.

From successful large law firm partner to founder of his own entrepreneurial law firm, Nischwitz successfully built a client base while practicing law and building and managing a law firm. Nischwitz has "walked the walk" and lived the experience as a large firm partner, as a solo practitioner and as the founder and leader of an entrepreneurial business law firm, which provides him with a diverse and practical perspective on the business of law firms. His first book, *Think Again! Innovative Approaches to the Business of Law*, was published by the American Bar Association in 2007, and offers innovative and practical advice on building an exceptional law firm, including leadership essentials in the business of law, secrets of effective relationship selling and strategies for building a client-centric law firm. Nischwitz's subsequent experience as a business coach, relationship builder, connector and business development professional in non law businesses uniquely positions him to bring real business skills to lawyers and law firms. Nischwitz knows that the formula for great success in the business of law is innovative ideas and decisive action and his combined skills as an entrepreneur, business builder, leader and lawyer is a powerful combination that helps lawyers and law firms enhance their results.

Nischwitz is the founder of Think Again Coaching ([www.thinkagaincoaching.com](http://www.thinkagaincoaching.com)), a training, consulting and coaching company that offers seminars, workshops, training and coaching for professional service providers focused on business issues.

### Dates and locations

- August 3, 2009 .....Columbus: Ohio State Bar Association, 1700 Lake Shore Drive  
Webcast: [www.ohiobar.org/webcasts](http://www.ohiobar.org/webcasts)
- August 4, 2009 .....Dayton: Sinclair Community College, 444 West 3rd St.
- August 5, 2009, .....Perrysburg: The Hilton Garden Inn, 6165 Levis Commons Blvd.
- August 6, 2009 .....Cleveland: Forum Conference Center, One Cleveland Center, E. 9th St. and St. Clair

### To register

- Mail: OSBA CLE, P.O. Box 16562, Columbus, OH 43216-6562
- Phone: (800) 232-7124 or (614) 487-8585 Fax: (614) 487-8808 (credit card only)
- Online: [www.ohiobar.org](http://www.ohiobar.org) (credit card only)
- Door: Call in advance to confirm date, time, location and space availability.
- Webcast: [www.ohiobar.org/webcasts](http://www.ohiobar.org/webcasts)

Ohio attorney number: \_\_\_\_\_

Admission date: \_\_\_\_\_

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

New address

### Tuition and Location

Please check one:  Aug. 3, Columbus  Aug. 4, Dayton  
 Aug. 5, Perrysburg  Aug. 6, Cleveland

	Pre-registration:	Walk-in registration:	Government attorneys:	New lawyers: (1-12 months in practice)
Member:	<input type="checkbox"/> \$295	<input type="checkbox"/> \$320	<input type="checkbox"/> \$251	<input type="checkbox"/> \$145
Nonmember:	<input type="checkbox"/> \$369	<input type="checkbox"/> \$394	<input type="checkbox"/> \$313	<input type="checkbox"/> \$185

Group discount: Three or more from the same firm or office registering for this program receive \$25 off each registration. (New lawyers are excluded. Registrations must be processed at the same time.) Note: Nonmembers may join the OSBA and save on all future OSBA CLE seminars. Contact the OSBA at (800) 232-7124 for an application. OSBA associate legal assistant members may attend at the OSBA member rate.

### Form of payment

Enclosed is a check for \$ \_\_\_\_\_

Mastercard  Visa  American Express

Account number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please note that seminar times and dates are subject to change. Please call the OSBA for up to date information at 800-232-7124 or (614) 487-8585. Mail to: OSBA CLE, P.O. Box 16562, Columbus, OH 43216-6562 Fax to: OSBA CLE, (614) 487-8808 (credit card registrations)

### DVD/Book order

I am unable to attend:

- DVD: Please reserve a copy of Vol. 09-195DVD and course book. Enclosed is a payment of \$100 (includes 6.75 percent sales tax and \$5 shipping).
- BOOK ONLY: Please reserve a copy of Vol. 09-195 (book). Enclosed is a payment of \$50 (includes 6.75 percent sales tax and \$5 shipping).

Cancellation policy: Cancellations received by 5 p.m. the business day prior to the seminar will be refunded less a \$25 office fee. Those not attending will receive the course materials in full consideration of tuition paid.