



An Online Workshop for Lawyers by Sam Coupland, FMRC and Sue-Ella Prodonovich, Prodonovich Advisory.



BUSINESS DEVELOPMENT SKILLS FOR LAWYERS

A two-part workshop for lawyers who want to take the next step in their career.

On-Line Tuesday 26 March 2024
Half-day and full-day registration options.

This one-day intensive workshop equips lawyers with the business skills they require to add value to their practice and develop their career. It has been designed by Sue-Ella Prodonovich, [Prodonovich Advisory](#), and Sam Coupland, [FMRC](#).

WHEN: Tuesday 26 March 2024 from 9am to 4pm AEDT.

WHERE: Zoom. I will email you a link with registration confirmation. Sessions won't be recorded.

REGISTRATION FEE

\$990 (inc GST) per person for the full-day registration.

\$660 (inc GST) per person for a half-day registration.

If registering for a half-day you can choose either

- The morning half with Sam Coupland on Business Management Matters + Financials + Costing & Pricing legal services (9-12pm AEDT); OR
- The afternoon half with Sue-Ella Prodonovich on Practice Strategy & Planning + Marketing your Practice + Developing New Business (1-4pm AEDT)

CPD / MCLE: Subject to specific requirements of relevant State rulings, attendance at this workshop allows participants to earn MCLE / CPD points.

TRANSFER, CANCELLATION AND REFUNDS. We recognise that busy practitioners lead busy lives. If your circumstances change and you need to cancel your enrolment prior to the commencement of the course, then we will refund any fees paid. You can also transfer your enrolment to a future course. We also reserve the right to cancel workshops due to insufficient registrations.



WHO SHOULD ATTEND

This workshop is suitable for all professionals working in a private legal practice, but the following groups should be able to really take advantage of it:

- Associates with 3-6 yrs PQE who want to fast-track their careers with purposeful contributions to their practice groups or Firm.
- Senior Associates and Special Counsel preparing for the next step of their career.
- Junior Partners who want to re-fresh their skills for greater leadership responsibilities in 2024.
- Practice Managers who want to polish up their Pricing or Business Development skills to further support their Firm.

WORKSHOP PROGRAM

AM Sessions: 9-12am AEDT with Sam Coupland

BUSINESS MANAGEMENT MATTERS

- How the business model works
- What differentiates successful firms
- Your role in the success of your firm

THE FINANCIAL SIDE

- The importance of profit
- Profitability with lifestyle balance
- Managing cash flow

COSTING AND PRICING YOUR SERVICES

- Strategic implications of price
- Understanding and applying the cost of production
- Pricing options

PM Sessions: 1-4pm AEDT with Sue-Ella Prodonovich

AN INTRODUCTION TO BUSINESS STRATEGY AND PLANNING

- Positioning your practice
- Market & client segmentation
- New Business and pipeline plans

MARKETING AND BUSINESS DEVELOPMENT FOR LAWYERS

- Building your profile and reputation in the market
- Developing a network that adds value to your practice
- Identifying the closest new business opportunities
- Asking for recommendations and referrals
- Ideas for proactive service

FOLLOW-UP AND SUPPORT: Workshop materials will be emailed to registrants 24-hours beforehand. Registrants have the option of booking a one-to-one follow-up session with either facilitator after the workshop at no additional charge.

TO REGISTER

- Register [here](#) for full-day workshop @ AUD 990
- Register [here](#) for half-day (AM Sessions) with Sam Coupland @ AUD 660
- Register [here](#) for half-day (PM Sessions) with Sue-Ella Prodonovich @ AUD 660



QUERIES please phone Monica Infante +61 2 9262 3377 or email monica@fmrc.com.au

YOUR FACILITATORS

Sam Coupland is a Director of FMRC and served in the Australasian legal profession for over 20 years. Sam is considered the foremost authority on law firm valuations.

He has developed a robust valuation methodology that calculates an accurate capitalisation rate that assesses the risk profile, cash flow and profitability of the firm. From a training perspective, Sam is involved in presenting at workshops and conferences as well as developing and presenting the content.

Sam has written articles on legal practice management topics that have appeared in the Lawyers Weekly, Law Societies / Institutes of NSW, Victoria and Queensland and related journals in Australia and overseas.

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Sue-Ella Prodonovich is the Principal of Prodonovich Advisory, an award-winning business dedicated to helping law firms with Business Development.

She assists firms that focus on positive client relationships and individuals who want personal, intelligent support. You can find out more about Sue-Ella's qualifications and experience on her website or LinkedIn profile. You can read Sue-Ella's articles here <https://prodonovich.com.au/our-thinking>

Website: www.prodonovich.com.au and www.BD45.com.au

Linkedin: <https://www.linkedin.com/in/sueella-prodonovich/>

PRIVATE WORKSHOPS: If you would like to run a private *Business Skills for Lawyers* workshop for your team then please contact Monica Infante with your enquiry and dates MonicaInfante@fmrc.com.au

This program has been prepared by Sue-Ella Prodonovich and Sam Coupland, FMRC. Sue-Ella and Sam have worked together for more than a decade designing and facilitating programs like this one. Please respect our copyright and the effort taken to produce the original material. This program and any portion of it, may not be reproduced or used in any manner whatsoever without the express written permission of the authors.