



## Partner Development Workshops

### “MANAGING A LAW FIRM”

**Objective:**

To help up-and-coming Partners understand the fundamentals of running the Practice as a business.

**Who should attend?**

Those who are about to be appointed or have recently been appointed to Partnership.

**How does it work?**

This course is a 4 day workshop run one day each month. Each day is stand-alone so you can take it in any order. Discounts apply for purchasing the whole course.

Each day counts for 6 hours SRA CPD.

The workshop is interactive, practical and includes selected external presenters on specialist issues.

#### Modules last one day each

**General Management Module**

Background to what is happening in the UK Legal Marketplace - the effect of impending deregulation on Legal Practices.

Strategic Planning

The financial and people ratios you should be aiming for and managing - the 'shape of the practice'

**People Skills Module**

Internal People Management - Profiling, Management by objectives, Appraisals, motivation

External People Management - Client Service behaviour

**Sales and Marketing Module**

Client Lifetime value, Client Loyalty

Cross selling

Brochures and web sites

Events, creating communities

**Process efficiency and Finance Module**

Outsourcing

I.T systems for increased efficiency

Billing and interest free loans

Reducing overheads

How much does it cost?

Non members: £400 per module

2020 Members: £300 per module or £1,000 if 4 modules paid in advance.

Book with Martin Wyatt - 01233 712150 or [martin@the2020group.com](mailto:martin@the2020group.com)

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