

## Workshop - path to partnership

If asked "what will determine the future of your firm ?" many enlightened law firms would readily respond along the lines of "our up and coming lawyers and their capacity to attract and keep quality clients and do great work".

While law firms are often very effective in terms of technical skills training for mid-career lawyers and aspirants for partnership, too many leave vital non-technical aspects of career development up to individuals concerned, or to chance.

Many mid-career and senior lawyers - prospective partners - have serious gaps in terms of client relationship management and business development.

We can help develop the next wave of leaders: strong client relationship managers, business developers, team leaders, and those who can develop innovative new services.

Julian Midwinter & Associates puts lawyers on the path to partnership with tailored workshops which align lawyer and firm goals for mutual benefit.

Workshop sessions arm your lawyers with:

- better understanding of business strategy
- effective business development techniques
- solid grounding in modern pricing practices and fee models
- positive ways of approaching difficult conversations about money, value, and service issues
- confidence to do their best at the moments that matter
- effective relationship management approaches to build business
- profile raising techniques
- how to frame and reframe messages for clear and positive client communication
- helpful personal marketing and communication skills
- effective networking rituals and ways to win referral business.

Our tailored workshops:

- interactively explore skills and techniques
- use practical exercises and real life examples to reinforce learning
- encourage each participant to ensure best practice in their everyday work.

Follow up support and coaching can become parts of your path to partnership package.

If you want to develop your pre-partnership lawyers and be proactive about succession planning, enlist our support to put them on the path to partnership.

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