

Course Outline
Insights Unlocked: A Deep Dive into the Marketplace Study
Live Online Course

Tuesday, January 10
1:00 – 2:30 pm (ET)
Finance: Setting Benchmarks and Improving Performance

a. Key Performance Indicators (KPI) to Supercharge Your Firm
b. The KPIs every law firm needs to review and when to review them
c. Common KPIs
   i. Utilization rate
   ii. Realization rate
   iii. Collection rate
   iv. Income – gross and net
   v. Cost of a case
   vi. Work in progress, or a case pipeline
d. Less Common KPIs
   i. Satisfaction
   ii. Reduced Stress
e. How to use the study to set KPIs
   i. Compare your firm to others
   ii. The benchmarks in several datapoints
   iii. What to do with what you discover
   iv. Examples: Salaries and Fees

Wednesday, January 11
1:00 – 2:30 pm (ET)
Marketing: Investing Time and Money in the Best Places

a. The marketing impact of social media
b. Components of your marketing plan – it’s based on your demographic, practice area, market, passions, clients...
c. The things you can’t forget in marketing plans
   i. Differentiation
   ii. Consistency
   iii. Measuring Your return on investment (ROI) of the plan
d. Making Marketing Improvements
   i. To CRM/not to CRM
   ii. Social media specifically
   iii. Improving your website
   iv. Networking with lawyers
   v. Email/e-newsletters
e. Homework: Do a marketing plan exercise
Thursday, January 12
1:00 – 2:30 pm (ET)
Management: Creating Your Best Team

a. Competitive Compensation and Benefits to Hire and Retain the Best Staff
b. Finding Joy and Satisfaction in Your Work
   i. Understanding Gender Differences in the Legal Workplace
   ii. Addressing diversity, equity, and inclusion issues in law firms of all sizes
c. Creating the Best Office Environment Hiring the Right Person for the Right Position
   i. The ideal makeup of a law firm
   ii. Gap filling vs. hiring
d. Writing attractive, accurate job descriptions
e. Technology choices that relate to management
   i. Managing virtual employees within the bounds of the ethics rules

   ii. Technology that makes work-life balance a priority