

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