

Business Development Services for Practice & Industry Groups

Innovative Services and Programs Designed
To Grow Revenue and Improve Performance



REVENUE WISE

THE SMART WAY TO GROW

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Growing Real Revenue

Areas of Service

Our focus is helping law firms grow real revenue — revenue that comes from new clients and new matters, not from rate increases. We help lawyers, practice groups and ultimately, law firms, become more successful. We do this through a combination of coaching, consulting and training. We can also license our programs, so that your staff can deliver the materials.



When You Work With Us, You Can Expect:

<p>Guaranteed Results</p> <p>We design all projects to deliver one thing: Your Results. In fact, the average ROI on our business development programs is 8-to-1.</p>	<p>Flat Fee Pricing</p> <p>You can count on predictable budgets and no surprises.</p>	<p>Excellent Content</p> <p>We develop content exclusively for lawyers. One of our greatest strengths is synthesizing cutting-edge material into bite-sized chunks that can be readily used.</p>	<p>Simplified Approach</p> <p>Lawyers have no time. So, we follow a simple maxim when training or consulting: Make it simple. Make it fast. Make it effective</p>
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Overview of Group Services

We build practice and industry groups that drive revenue growth.

Well-run practice and industry groups are the building blocks of successful law firms. Using our PracticeLaunch program as a roadmap, we have helped many groups increase revenue, deepen client loyalty, and improve overall team performance.

Practice Group Services

To help your groups improve performance and generate new revenue we offer these essential services:

- Practice & Industry Group Improvement Consulting
- Leadership Development
- Practice Group Planning Program

Results You Can Expect

- ✓ Increased revenue from new clients, existing clients, and cross-selling of other services.
- ✓ Improved performance and cohesiveness amongst your lawyers.
- ✓ Greater client loyalty and satisfaction.
- ✓ Greater market share and brand perception.

Practice & Industry Group Consulting

Are you finding it hard to build high performance practice and industry groups?

If so, you are not alone. Only 13% of firms surveyed rated the majority of their groups' performances as "excellent".

Our PracticeLaunch program is a proven roadmap to success.

PracticeLaunch Program Stages

While the details of each assignment differ, we follow a similar roadmap for each project. This roadmap is codified in the principles, practices and processes of our PracticeLaunch Program.

1. **Conduct Discovery & Analysis.** Assignments often begin with a SWOT (strengths, weaknesses, opportunities, threats) analysis. Depending on the size of the group, firm, and budget, this can be a quick conversation with key team members or a thorough examination.
2. **Establish Team Goals.** Next, we gather the goals and agendas from all of the interested parties (management, leaders, and team members) and use this information to formulate a simple set of objectives to guide the team's efforts.
3. **Develop an Improvement Plan.** From this foundation, we develop an improvement plan. In addition to performance metrics and accountability procedures, it can include any or all of the following elements:
 - **Business Model.** Refine the group's business model. This sets forth group's focus, value proposition, and the logic behind how the group will make money, serve clients, and expand market share.
 - **Action Plan.** Develop a short, easy-to-implement Go-To-Market plan that focuses on business development (finding new clients, growing existing clients, and cross-selling other practice areas) and practice development (adding new lawyers, systems and procedures).

- **Client Growth Plans.** Institute client loyalty and growth plans. This can include client teams for key clients.
- **Leadership Training.** Conduct lawyer-specific Leadership training.
- **Improve Meetings.** Teach leaders and team members how to have productive meetings.
- **Improve Biz Dev Skills.** Conduct business development skills training for the group's lawyers.
- **Conduct Research.** Gain insight into your competitors, the industry and target clients.
- **Improve Teamwork.** Improve team effectiveness and reduce dysfunction and infighting.

Differentiators

Here are several key aspects that distinguishes our PracticeLaunch Program:

- ✓ A proven methodology for improving practice and industry groups.
- ✓ Designed exclusively for law firms.
- ✓ Twelve years of results.
- ✓ Deep experience working with law firms of all sizes and in virtually all practice areas, throughout the country.
- ✓ Skilled coaches and consultants who are trained in the latest leadership and team effectiveness methods.
- ✓ Professionals who understand how to produce results within any law culture and know how to “herd cats.”

Leadership Development

Give your leaders the training and support they need to be effective.

No other industry requires so much from their leaders, yet, provides so little training and support.

Most leaders are forced to place “making their hours” above leading their groups. When this happens, the group suffers and the firm suffers. While there is no panacea, there is a solution. Our Law Firm Leadership model blends the interests of the firm, the group, and the individual leader into a sustainable approach.

Types of Leaders We Train

We work with leaders throughout the firm, including:

- Senior leaders (managing partners and firm chairs)
- Management committee members
- Practice group leaders
- Industry team leaders
- Staff leaders

Results You Can Expect

If leaders participate fully in the program, here are the results that they can expect:

- ✓ Improved ability to lead teams and produce results through others.
- ✓ Increased revenue.
- ✓ Greater client loyalty.
- ✓ Improved teamwork.
- ✓ More engaged members.
- ✓ Greater Emotional Intelligence (EQ).

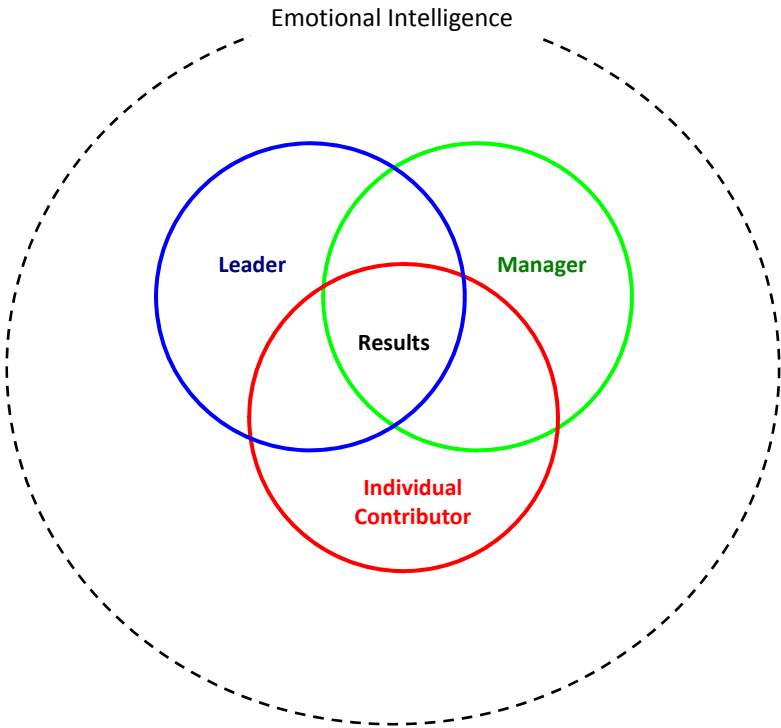
The Revenue Wise Leadership Model

When a lawyer becomes responsible for a team, they add two additional roles – leader and manager – to an already demanding schedule. They are expected to succeed at these new roles while not diminishing their role as an individual contributor, where they must maintain their hours, manage clients, and develop business.

Each of these roles has a focus: leaders set direction, inspire their team, and drive revenue growth; managers execute plans, cultivate people, and manage resources; and individual contributors serve clients, bill time, and generate business.

The amount of time spent on each activity is based on the leader’s position within the firm. For instance, the managing partners will spend significantly more time leading and managing.

Law Firm Leadership Diagram



Representative Competencies

The Revenue Wise Leadership model provides a proven way for lawyers to succeed in this critical function.

Here is a sampling of what lawyers will learn by participating in our program:

1. **Increase Emotional Intelligence (EQ).** Leaders begin by taking an assessment to determine their personalities, communication styles, and strengths and weaknesses.
2. **Select the Right Leadership Style.** Leaders are taught how and when to use the six leadership styles to get the best from their teams.
3. **Define the Optimum Practice Model.** Leaders learn to use the Practice Model Canvas to define how their group will grow, make money, serve clients, and beat the competition.
4. **Develop Achievable Plans.** Leaders learn to define objectives, develop strategy, and write plans that are easy to understand and implement.
5. **Achieve Objectives.** Leaders are taught a simple method for working with their teams to achieve their shared objectives. They are also taught how to have engaging and productive meetings.
6. **Build Functional Teams.** Leaders are taught to create teams that are cohesive, collaborative, and productive. They learn to identify the causes of dysfunctional behavior and eliminate them.
7. **Coach for Improvement.** Leaders learn how to work with their lawyers in a “co-active” way to help them grow and achieve their objectives.

Practice Group Retreats

We help practice and industry groups design and deliver successful retreats.

Most leaders hold practice or industry group retreats to develop plans, determine ways to grow or address marketing, business development, or structural issues. We can help with any or all of your upcoming retreat needs, including: planning, business development, team building, and communication training.

Successful retreats do not happen by accident. They require skilled content designers, planners, facilitators, and speakers. Working with your in-house team, we ensure:

1. Participants have excellent experiences;
2. Content is delivered powerfully; and
3. Intended outcomes are achieved.

Complete Retreat Service

Several steps are required to produce a good department or large group retreat.

We can help with some or all of these steps:

1. **Assemble Working Team.** We begin by assembling the right team. This often includes the event planner, interested leaders, and key lawyers.
2. **Establish Purpose.** We help the team establish the purpose of the retreat.
3. **Set Objectives.** We distill the purpose and the team's general ideas into specific, achievable objectives. Do you want to relax, bond, plan, learn, dispense information, reach consensus, or roll out new initiatives?
4. **Design Retreat Experience.** It is essential to determine what *experience* you want participants to have throughout the retreat. This determines the difference between success and failure. We help the team think through the arc of the retreat and what impact they want to deliver.

5. **Develop Content & Activities.** With the groundwork completed, we design activities that are compelling, practical, and achieve the intended outcomes.
6. **Deliver/Facilitate Retreat.** On retreat day, our roles can include facilitator, content delivery, and keynote speaking.
7. **Follow-up.** After the retreat, we work with the leaders to ensure action items are completed and that people keep their commitments.

A la Carte Retreat Services

If you only need help with a portion of the retreat or are interested in conducting a special-purpose retreat, here are some of the ways in which we can help:

- Retreat design.
- Keynote talks or talks on specific subjects.
- Strategic planning facilitation.
- Business development activities and training.
- Client development activities.
- Resolving team conflicts.
- Improved communication.

Benefits

- ✓ Greater learning.
- ✓ Retreats are more productive.
- ✓ Better experience for participants.
- ✓ Intended outcomes are achieved.
- ✓ Better follow up and accountability.

Practice Group Planning Program

We have a proven and easy-to-follow planning process for your practice groups.

We have developed a planning program that keeps your leaders on track throughout the year and gives the firm a standardized way to track the progress of all practice groups.

Program Overview

Our practice Group Planning Program greatly simplifies the development, review, and execution of your group's plans. It includes:

- Easy-to-complete plan templates and team scorecards.
- Simplified methods for reviewing plans and tracking progress.
- Lawyer plans “roll-up” into group plans.
- Group plans “roll up” into a firm wide plan.

Program Benefits

- ✓ Makes it easier for leaders to complete plans.
- ✓ Greater accountability.
- ✓ Higher likelihood that plans will be completed and executed.
- ✓ Increased revenue.
- ✓ Greater management control.
- ✓ Streamlined and simplified process.

What Differentiates Us

These factors differentiate Revenue Wise:

1. **Clear Focus on Revenue Growth.** We never lose sight of the fact that law firms hire us ultimately to help their lawyers and groups grow real revenue - revenue based on new clients and matters - not by rate increases.
2. **Demonstrable Return on Investment.** Clients always earn back significantly more than they invest in our business development programs.
3. **Satisfied & Repeat Clients.** Probably the greatest testimony of our effectiveness is our list of ongoing, satisfied clients. Most firms standardize on our programs and repeat them year-after-year.
4. **Deep Understanding of Law Firms / Broad Base of Experience.** Having worked with law firms for over 25 years, we truly understand how they operate. We know how to produce results within highly politicized environments and navigate the core power structure.
5. **Deep Understanding of How Lawyers Operate.** Our understanding of how lawyers work, allows us to effectively motivate and draw out the best in each lawyer. This understanding translates to deep rapport with all participants, allowing for the effective transfer of our knowledge to everyone involved.
6. **Partnering With In-House Marketing and Professional Development Teams.** Our most successful assignments are where we work closely with the people leading the initiative of the firms' goals. Where practical and wanted, we form close ties to the marketing and business development managers who are working with the lawyers in the program to insure delivery of those goals.
7. **Competency-Based Programs.** What drives new originations is the optimal combination of attitudes, behaviors, and competencies. Our programs are competency based. This means specific skills can be taught, reinforced, and measured.

Other Services

Full Range of Services

Lawyers Services. We help your lawyers become better business developers.

- Business development coaching programs (one-on-one and in groups)
- Business development training (ad hoc or comprehensive)
- Pitch training
- Presentation and public speaking training
- Business development planning programs for lawyers

LinkedIn and Social Media Services. Many consider our LinkedIn for Lawyers program the best available.

- LinkedIn training
- Social media training and consulting
- Content marketing programs

Practice & Industry Group Services. We help your team leaders and members increase revenue, deepen client loyalty, and improve overall team performance.

- Practice group consulting and coaching
- Leadership development
- Planning programs for practice groups
- Group retreats

Client Development Services. We help your firm systematically develop and deepen client loyalty.

- Client loyalty & growth programs
- Client service teams
- Client interviews
- Cross-selling
- Transitioning key clients

Firm Services. We help law firms develop strategies, structures, and plans that measurably grow revenue.

- Innovative strategic planning and new business model design
- Comprehensive revenue growth programs
- Firm retreats
- Legal project management
- Alternative fee programs

Marketing Department Services. We work with marketing leaders and their teams to optimize the performance of their departments.

- Develop marketing and business development strategies
- Structure departments for maximum effectiveness and efficiency
- Design staff roles and responsibilities for maximum effectiveness
- Enhance team communication, effectiveness, and harmony
- Ensure everyone is focused on serving the needs of the lawyers and practice groups
- Assist in the hiring of CMO or Director level positions

Contact Information

Next Steps

If you have questions about our services or would like to find out how we can help with your next project, please give us a call.

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