



dri™

Essential Business Development Skills for Leading the Firm of the Future

Preceding DRI's Insurance Coverage and Claims Institute | Chicago, IL

Wednesday

April 1, 2020

1:00 p.m.–4:00 p.m.

The practice of law is changing, and successful professionals are those who possess the skills to lead their firms into the future successfully. Leadership skills, business development acumen, time management, a knack for client development, and business savvy are all essential for attorneys who are committed to long-term success. Join Wendy Merrill of StrategyHorse Consulting Group for an innovative and creative approach to helping those on the partnership track surpass both their individual goals and the growth objectives of the firm.

Attendees will leave the session with the following:

- An understanding of their individual value proposition to their firm, clients, colleagues, and community—a precursor to defining one's personal brand (essential for smart business development) and effectively positioning oneself as an esteemed *trusted advisor*;
- Proven techniques on building a sustainable practice, with strategies for how to combat the risk of AI by becoming the *lawyer of the future*, exchanging the traditional "selling through intimidation- legalese and high fees" approach to bringing in new clients for more relatability and humanity in the practice of law;
- The skills necessary to establish oneself as a *rainmaker* by differentiating oneself from competitors;
- The ability to identify, pursue, and secure the most *profitable clients/matters* for the firm;
- Executive presence and *self-confidence* developed through fun exercises and confidential and engaging group conversations with peers; and
- The ability to apply these new skills to a successfully executed individualized strategic plan for *personal and professional growth*—with measurable results.

Act now to reserve a spot because space is limited. Seminar attendees pay only \$300 (\$475 to attend only the workshop). See additional seminar details on the Insurance Coverage and Claims Institute registration page.



View the seminar brochure and register for the seminar and workshop at <http://bit.ly/DRIICCI2020>

See Wendy Merrill's Q&A on the StrategyHorse program (next page)



Q&A with Wendy Merrill

DRI: We are looking forward to having you present to our members. Can you please share a bit about your workshop?

Wendy: I'm really looking forward to presenting, as well! The workshop will be interactive, engaging participants in fun exercises and group dialogues designed to provide everyone with proven strategies to develop the confidence, leadership skills and business development acumen necessary to steward their firms into the future.

DRI: How is the StrategyHorse program different from other legal marketing and business development seminars?

Wendy: There is no shortage of professional development programs that present attorneys with prescriptive solutions to their growth challenges. Many of these concentrate on teaching sales techniques and networking tips and miss the most important component of smart growth: understanding, defining, articulating, and effectively conveying one's individual value proposition. The only way to secure sustainable growth on both the practice and firm levels is to invest one's time and resources into a growth strategy that is tailored to a lawyer's interests, talents, skills, passion, and personal goals. Applying generic "tried and true" marketing techniques that are not personalized will not prepare younger professionals for the crucial role they will play in the future success of their respective firms. Our workshop employs a unique combination of professional development, business development, leadership development, and stakeholder development—the winning recipe for aspiring rainmakers and ambitious partners.

DRI: In your opinion, what is the biggest challenge younger lawyers face today?

Wendy: According to the attorneys that I work with on a daily basis, their biggest challenge is always time. They feel tremendous pressure from their firms to bring in business, from their clients to deliver on promises made and from their families and friends to make time for them. Throw some extra time required by the firm to perform some leadership duties in their respective practice groups, and you've got a recipe for burnout. The key to balancing everything starts with a professional taking the time to clearly define their "WHY" (their motivation for working so hard) and use this as a guide for

prioritization. We will spend a good deal of time during the workshop helping participants to understand, define, articulate, convey and apply their individual value propositions, an essential component for successful business development.

DRI: There is a lot of talk about "executive presence" these days, and I know that you will be addressing this in your workshop. Can you define this term for our members?

Wendy: Many firms think that executive presence is all about firm handshakes and professional attire, and these things are definitely important. However, developing executive presence is more about possessing gravitas, professional maturity, and the ability to communicate effectively and confidently. Many less-seasoned professionals struggle with "imposter syndrome," meaning that they somehow don't believe that they are skilled or qualified enough to "sit at the table" with their more experienced colleagues. To become successful rainmakers and firm leaders, lawyers must be able to command a certain level of respect from their clients, colleagues and peers. This is more about self-confidence and self-awareness, and we will discuss this at length during the workshop.

DRI: What are some of the takeaways workshop participants can expect?

Wendy: Workshop participants will leave the session having learned how to develop their personal brands, position themselves as *trusted advisors*, thoughtfully address their individual challenges and capitalize on their unique strengths, manage their fear of failure, and think strategically about growing their practices in efficient and profitable ways. There will also be a built-in networking component to the program, to help attendees strengthen their relationship-cultivation skills.

DRI: Is there anything attendees need to do to prepare for this session?

Wendy: To get the most out of the program, it would be helpful if registrants took some time to reflect on their individual leadership or business development challenges, as well as some of their successes. Many of the concepts we will be discussing are also covered in my book, *Path to Impact: The Rising Leader's Guide to Growing Smart*, which is available on Amazon.