



fmrc.com.au · +61 2 9262 3377

# BUSINESS DEVELOPMENT SKILLS FOR LAWYERS

A one-day intensive for lawyers with 2-6 years experience  
who want to take the next step in their career.

» 2017 PROGRAMME  
Auckland | Brisbane | Sydney

# THE STRATEGIES YOU NEED

This one-day intensive workshop equips lawyers with the business skills they require to add value to the practice and develop their career.

The programme has been designed to address the issues law firms require of their next generation leaders.

## LEADING THE WAY IN LAW FIRM MANAGEMENT

FMRC provides training, research and management advice to law firms. For the past 30 years it has been a major centre for training Australian and New Zealand solicitors in legal practice management. Today we act for major national law firms, mid-sized, boutique and progressive small firms.

### PARTICIPANTS WILL FOCUS ON:

- › Strategic issues facing the profession
- › The financial mechanics of a legal practice and what they can do to improve productivity and profitability
- › Understanding the cost of production of different matters
- › An introduction to the ways in which legal practices position themselves and compete in the market
- › What is needed to gain more business from their known network
- › Ideas for attracting new business.

### HOW MANY MCLE/CPD POINTS WILL YOU EARN?

Subject to specific requirements of relevant State rulings. Attendance at this workshop allows participants to meet their CLE/CPD requirements for Practice Management and Business Skills and Professional Skills.

### WHO SHOULD ATTEND?

Associates and solicitors with the capacity and interest in enhancing their overall contribution.

## DATES & VENUES

AUCKLAND	Tuesday, 7 March 2017 Auckland CBD
BRISBANE	Monday, 20 March 2017 Brisbane CBD
SYDNEY	Tuesday, 21 March 2017 Sydney CBD
TIME	The programme will run from 9am to 5pm

## PROGRAMME

- 1 BUSINESS MANAGEMENT MATTERS**
  - › How the business model works
  - › What differentiates successful firms
  - › Your role in the success of your firm
- 2 THE FINANCIAL SIDE**
  - › The importance of profit
  - › Profitability with lifestyle balance
  - › Managing cash flow
- 3 COSTING AND PRICING YOUR SERVICES**
  - › Strategic implications of price
  - › Understanding and applying cost of production
  - › Pricing options
- 4 AN INTRODUCTION TO BUSINESS STRATEGY & PLANNING**
  - › Positioning your practice
  - › Market & client segmentation
  - › Business and pipeline plans
- 5 MARKETING & BUSINESS DEVELOPMENT FOR LAWYERS**
  - › Building your profile
  - › Developing a network that adds value to your practice
  - › Asking for recommendations and referrals
  - › Ideas for proactive service

# AN INTRODUCTION TO THE FACILITATORS



## SUE-ELLA PRODO NOVICH

Sue-Ella has more than 20 years senior level experience in winning and growing business in the complex business-to-business services and professional services sector.

Sue-Ella's consulting work includes strategic planning, business development advice and designing or conducting client feedback programmes.

From a training perspective, Sue-Ella is involved in designing and delivering training for in-house programmes and conferences. Sue-Ella presents at the following FMRC programs:

- 1 – NSW Practice Management Course
- 2 – QLD Practice Management Course

Sue-Ella regularly publishes ideas for practice development on her blog ([www.prodonovich.com/blog/](http://www.prodonovich.com/blog/))

Sue-Ella's qualifications include a Bachelor of Commerce (Law and Marketing), Hons, an MBA from Macquarie Graduate School of Management.

In furthering her own professional development, Sue-Ella completed the AICD Company Directors Course and undertook training to become a Certified Associate of the Net Promoter® Client Loyalty Program.

Prior to starting Prodonovich Advisory, her roles included Director of Marketing with Arthur Andersen, Director of Business Development & Marketing with Baker & McKenzie, Senior Consultant with Rogen SI, Owner of PTB Consulting and Partner, Crowe Horwath.



## SAM COUPLAND

Sam joined FMRC in January 2000 and became a Director in July 2006. His client facing roles span direct consulting and management training.

Sam's consulting work is predominantly providing advice to smaller partnerships. These firms are facing increasing demographic and economic pressures which they feel ill equipped to face on their own. In any one year he would be engaged by 50+ firms to assist with strategic planning, partner compensation, equity valuation and succession related issues.

Sam is considered the foremost authority on law firm valuations and would value more law firms than anyone else in Australia. He has developed a robust valuation methodology which calculates an accurate capitalisation rate that assesses the risk profile, cash flow and profitability of the firm.

From a training perspective, Sam is involved in presenting at conferences as well as developing and presenting the following FMRC programmes:

- › NSW Practice Management Course
- › Queensland Practice Management Course
- › New Zealand Law Society Practice Management Course
- › Successful Succession
- › Practice Management for Associates and Solicitors

Sam has written articles on legal practice management topics that have appeared in the Law Societies / Institutes of NSW, Victoria and Queensland and related journals in Australia and overseas.

Prior to joining FMRC Sam's professional life saw him working at Ernst & Young for four years followed by a stint in London conducting due diligence on businesses listing on the London Stock Exchange whilst working for Smith & Williamson.

## 3 EASY WAYS TO REGISTER

### FAX COMPLETED FORM

AUS +61 2 8188 7506

### BOOK ONLINE

at [www.fmrc.com.au](http://www.fmrc.com.au)

### PHONE US

AUS +61 2 9262 3377

## WHAT IS YOUR INVESTMENT?

The cost of this workshop for Australian firms is AUD\$990 (incl.GST) per person and for NZ firms is AUD\$900 per person. A 15% discount applies if two or more participants from the same firm attend.

## REGISTRATION AND TAX INVOICE

### PLEASE REGISTER ME IN THE FOLLOWING WORKSHOP:

- AKL Tues 7 Mar 2017  
 BNE Mon 20 Mar 2017  
 SYD Tues 21 Mar 2017

#### Personal details

Name of your firm .....

Mr  Mrs  Miss  Ms

First name ..... Last name .....

Postal address ..... Postcode .....

Telephone ..... Fax .....

Email .....

(Please copy form and complete for additional registrants)

#### Payment details

I enclose a cheque made payable to FMRC Pty Ltd **OR**

EFT: FMRC Legal Pty Ltd BSB: 332 051 Account No: 551 337 937  
PLEASE EMAIL REGISTRATION/REMITTANCE TO: [ENQUIRIES@FMRC.COM.AU](mailto:ENQUIRIES@FMRC.COM.AU)

**OR** Please charge my credit card with the amount of \$ .....

Visa  Mastercard  Amex

Card no.                                /                                /                                /

Name on card .....

Expiry date ..... Signature on card .....

CVV no ..... Please provide the last 3 digits of your CVV, which is printed on the signature strip on the back of your credit card.

**Tax invoice** Once completed, this form constitutes a tax invoice from FMRC Pty Ltd. ABN 80 083 010 075

OUR CANCELLATION POLICY: Registrations cancelled within one week of a workshop incur an administration charge.

FMRC reserves the right to cancel workshops due to insufficient registrations.

FMRC Pty Ltd ABN 80 083 010 075  
PO Box K360, Haymarket NSW 1240  
T +61 2 9262 3377  
F +61 2 8188 7506  
E [enquiries@fmrc.com.au](mailto:enquiries@fmrc.com.au)  
[www.fmrc.com.au](http://www.fmrc.com.au)

