

## Mastering Lawyer Business Planning An Altman Weil Online Training Series — now available on-demand —

There are no longer any safe seats in law firms for lawyers who do not regularly deliver high-level performance. In this increasingly demanding environment, lawyer business planning has risen to a new level of importance. Individual planning that was once little more than a *pro forma* exercise has become a significant performance accelerator for lawyers and law firms seeking new ways to achieve competitive advantage.

Altman Weil's two-part training series, **Mastering Lawyer Business Planning**, provides proven advice for lawyers at all levels on how to develop smart, pragmatic plans and successfully implement them to advance their careers and contribute greater value to their firms. We outline a better approach to planning that will help every lawyer identify and act on top opportunities and elevate productivity and performance across the firm.

The program is available online and on-demand in four-week increments. Each law firm can choose the program dates that work best for them. Bring your lawyers together for group learning or take advantage of 24/7 access to accommodate individual schedules.

### Program Sessions:

#### Session 1. Pragmatic Planning: Setting Smart, Achievable Personal Goals

*This session will discuss how to replace your current planning process with a streamlined approach that will focus each individual lawyer's attention on a short list of smart, achievable goals. Includes a Lawyer Business Planning template. (60 minutes)*

- Beginning with the firm and market context
- Identifying and assessing key metrics related to your practice
- Objectively assessing your core capabilities
- Staking out a position that differentiates you internally and externally
- Essential elements of an effective plan
- Prioritizing goals with a clear payoff
- Aligning your goals with practice group and firm strategies
- Identifying necessary tools and resources
- A plan that works: Setting yourself up for success

**Contact:**  
Altman Weil, Inc.  
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## Session 2. Execution: Turning Goals into Accomplishments

*This session will discuss how to build a framework for action that will help every lawyer make regular progress toward high-value goals. Real-world examples will illustrate how to successfully execute your plan in a law firm environment. (60 minutes)*

- It's not just you – it's hard for everyone
- Clarity of purpose: Defining what success will look like
- The roadmap: Getting specific about tactics
- Techniques to track and measure progress
- Tapping into the power of collaboration and teamwork
- Asking for the right resources
- Four essential steps to effective implementation
- Overcoming common hurdles to get things done

### Four Weeks of Unlimited, All-Firm Access

Registrants receive 4 weeks of unlimited access to all series content for the entire firm. Your subscription period will begin the day you register.

#### On-Demand pricing:

\$995 for 4 weeks of unlimited, all-firm access to both sessions of the two-part series (2 hours of content).

#### On-Demand registrations include:

- 24/7 online access to the complete series for 4 weeks
- Unlimited views during your subscription period
- All-firm viewing rights during your subscription period
- Supplementary written materials, with permission to distribute to all program participants

#### Lawyer attendance tracking:

Track the attendance of individual participants for a nominal per-lawyer fee. Contact us for details.

*Refunds are not available for on-demand registrations.*

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**Who should attend:**

The program is designed for lawyers at all levels who want to accelerate their productivity and performance.

**Program Presenter:****Eric A. Seeger, Principal, Altman Weil, Inc.**

Eric A. Seeger works with law firms in the areas of strategy formulation and execution, practice group planning and training, merger search, and organizational issues including administrative audits and succession planning. His prior experience includes positions as Chief Operating Officer of a regional law firm and Director of Strategic Planning and Practice Group Management at an AmLaw 200 firm. He has worked as an independent consultant to law firms and corporate executives, performed market analysis for a global manufacturer, and served in budgeting and planning capacities for a major university.

**To Register:**

Online: [www.altmanweil.com/Planning](http://www.altmanweil.com/Planning)

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Call: 610-886-2008

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