

# Developing tomorrow's leaders today

**The LawNet Strategic Leadership & Management Programme**

From the LawNet Academy

**lawnet.co.uk**

The leading law firm network

in partnership with

 **Lloyds TSB** | Commercial



# Developing tomorrow's leaders today



LawNet brings you a powerful range of resources and influence that have traditionally been the preserve of only the largest firms.

Resources like collective buying power, marketing support, management resource, HR strategy and bespoke training.

All backed up by shared knowledge and a commitment to best practice and the highest levels of professional expertise.

And all delivered through a collaborative, non-competing national network for independent, mid-market law firms.

Formed in 1989, LawNet is the UK and Ireland's leading network of independent law firms. It is also a member of Eurojuris, which links lawyers in 40 different countries internationally, providing opportunities to build relationships for offshore work and cross border referrals.

We lighten the load to provide everything your practice needs so you can concentrate on earning fees and running a more successful, faster-growing and profitable business.

The LawNet Strategic Leadership and Management Programme will provide your firm with a **unique** approach to developing tomorrow's leaders today.

**lawnet.co.uk**

The leading network of law firms

# Developing tomorrow's leaders today

The next 10 years will see many changes, challenges and opportunities in the legal sector and the law firms of tomorrow will demand great leaders, endowed with commercial acumen and business skills.

According to estimates\*, less than 20% of the 9000 law firms in the country have tackled their management structures and leadership, and many are still being run exactly the same way as 10 years ago.

The partnership model leads to management by committee and vast numbers of firms have ageing partners with no succession planning or exit strategies. More importantly, many have little understanding of the skills required to lead and manage a modern law firm.

Making the transition from an exceptional fee earner to an exceptional leader is not a natural organic process.

Leadership is not just about management. Leadership is about innovation, inspiration and vision.

This is not a time for complacency and you must invest in leadership and management development if you are to have the best chance of success in tomorrow's world.

The LawNet Strategic Leadership and Management Programme, has been designed specifically to fill this gap for legal practices and in-house legal departments.

This programme is the first of its kind designed specifically for the legal sector. It offers high flying lawyers and their firms an on-the-job route to acquire the essential cutting edge leadership skills they need to run tomorrow's law firm.

**Uniquely**, it opens the door to the type of in-house corporate development programmes which have typically been the preserve of the Top 100 law firms, but at a fraction of the cost. This builds on the LawNet tradition of bringing big firm opportunities to smaller mid size players.

And because we recognise that lawyers training lawyers is unlikely to give you the commercial edge, **uniquely** the programme is delivered by the best and most talented strategic practitioners in the legal sector, each with a track record in delivering against world class models. They're backed up with leading business trainers, sharing the very latest tools and techniques.

**Uniquely**, it offers a blended learning experience incorporating psychometric measures, e-learning, tutorials, workshops, skills practice and face to face coaching to create a modern, flexible and tailored development solution.

And **uniquely**, it offers a return on investment, with each candidate undertaking a work-based project on their chosen topic, which will generate a real value for their firm.

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## The Ones to Watch

Our candidates are the ones to watch... the ones who are setting themselves apart from their colleagues.

Positive, innovative and investing their energy in the firm, they're waiting for the invitation to step up.

To succeed in that role, they need the firm to invest back into their energy, by giving them the skills of the future. The skills to drive the firm forward, face challenges and embrace opportunities.

They need opportunities. As a firm you need to acknowledge their potential.

*"Innovation distinguishes between a leader and a follower"*

Steve Jobs – CEO Apple

### Programme Masterclasses

#### Strategic Direction & Organisation

##### Masterclass

- Strategic Direction & Challenges
- Law Firm Analysis of Readiness
- The Future Vision
- Sustainability & Adaptability

##### Guest Speaker

- Brian Broadbent  
Marton House

##### Essentials Platform

- Presentation Skills
- Business Plans

##### Psychometrics

- 360° Feedback

#### Strategic Leadership

##### Masterclass

- Leadership for the Future
- Role Definition and Functionality
- Leadership Concepts
- Situational Leadership
- Influencing & Persuasion
- Empowering Culture

##### Guest Speaker

- Andrew Hedley  
Hedley Consulting

##### Essentials Platform

- Leading & Managing
- Managing Change

##### Psychometrics

- ILM72 - Leadership Styles

#### Performance Management

##### Masterclass

- Succession Planning
- Risk, Reward & Performance
- The Partner as Coach
- Delegation and Empowerment
- Competencies & Frameworks
- Objective Setting

##### Guest Speaker

- Patricia Wheatley Burt  
Trafalgar - The People Business

##### Essentials Platform

- Performance Management
- Coaching & Delegation

##### Psychometrics

- MTQ48 - Mental Toughness

# Uniquely Different

This unique programme has been designed to challenge current thinking in legal leadership and management, push you to your limits, and give you the key skills to become a leader of the future.

Not for the faint hearted, 9 to 5 does not apply to this programme. Five **unique** masterclasses challenge and stretch your current thoughts and beliefs. Delivered using world class leadership and management theory. Innovative and creative in its design, sharing a **unique** focus and sharpening visions and values through to their core.

A **unique** approach to blended learning brings together the latest in psychometric measures, e-learning tools, workshops, skills practice and face-to-face coaching, to deliver a flexible and tailored development solution.

Delivered against a set of empowering law firm competencies enabling firms to align this **unique** programme to in-house frameworks.

A work based project is incorporated into the programme, which is designed to deliver a return on investment for firms.

And the use of psychometric measures throughout the programme aligns the learning outcomes to the individual.

*“Leadership has a harder job to do than just choose sides. It must bring sides together”*

Jesse Jackson

## Marketing and Creating Opportunities

### Masterclass

- Public Relations and Branding
- Customer and Stakeholder Analysis
- Creating Opportunities
- Innovative use of Web and Social Media

### Guest Speaker

- Andrew Hedley  
Hedley Consulting
- Brian Broadbent  
Marton House
- Susan Hallam  
Hallam Communications

## Commercial Awareness

### Masterclass

- Economic Climate and Future Implications
- Sustainability, Projection and Measurability
- ROI
- Business Accounts and Gearing
- Resource Accounting & Budgeting

### Guest Speaker

- Chris Marston  
Lloyds TSB Commercial

### Psychometrics

- 360° Feedback





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## Our Strategic Practitioners

Our speakers and presenters are drawn from the most talented strategic practitioners working in the legal sector today.



Andrew Hedley  
Hedley Consulting

Andrew Hedley advises law firm leaders on strategy and change. Within his core law firm strategy consultancy, his work includes guiding strategy groups, facilitating partner retreats and specialist management writing.



Chris Marston  
Lloyds TSB  
Commercial

Chris Marston is Head of Professional Practices at Lloyds TSB Commercial. He is responsible for maintaining a high level of understanding of sector issues among the bank's specialist relationship managers and he speaks and writes regularly on financial issues affecting the legal profession.



Patricia Wheatley Burt  
Trafalgar - The People  
Business

Patricia specialises in advising law firms on business and people improvement, through performance management. Over the past 20 years projects undertaken include mergers and acquisitions, performance management, pay structures, HR strategies and designing and delivering with energy Leadership, Management and Interpersonal Skills development programmes as well as Executive Coaching.



Richard Badham  
DPP Associates

Richard Badham, an inspirational leadership and management consultant offers over 25 years of knowledge and experience gained from both the private and public sector. Richard is passionate about visionary leadership throughout firms, he inspires his candidates through a practical approach to implementing and delivering best practice models and theory.



Alec Fitzsimons  
DPP Associates

Alec is a Leadership and Management Consultant with over twenty years experience of working globally with professional service organisations, central Government (Ministry of Justice) and 20% of the FTSE250. His qualifications include professional memberships of IPD, ILM and the British Psychological Society.



Susan Hallam  
Hallam Consulting

Susan Hallam is a UK based Internet marketing consultant whose views have been published in the Sunday Times, as well as publishing a range of articles in the Internet press. She is a regular speaker at search marketing conferences and events, and she shares her specialist search marketing experience in her blog, Internet Marketing Made Easy.



Brian Broadbent  
Marton House

Brian Broadbent is Managing Director of Marton House plc. Brian is a mentor to Directors in major plc's and helps embed leadership, with entrepreneurial flair, into corporate cultures.

# The LawNet Academy

Your pathway to success is supported by the LawNet Academy, which you will become a member of on joining the programme. Normally only open to LawNet members, this gives you access to a unique toolkit of the latest resources to enhance your learning experience.

## CPDcast.com

LawNet has partnered with CPDcast to provide the most cost effective solution in obtaining your CPD. Practitioners can fulfil their entire year's CPD requirement using CPDcast with unlimited access to their growing library of over 300 CPD podcasts. Your programme provides you with a 1 year subscription for unlimited use.

## The Essentials Platform

A leading edge, award winning, online e-learning solution, delivered by our Partner: Marton House. Providing innovative and inspiring solutions to FTSE250 organisations, sharing learning via digital media included in your programme.

## Psychometric measures

LawNet has partnered with AQR Ltd, a leading edge developer of high quality psychometric and organisation development tools and measures designed to improve performance, behaviour and wellbeing. The measures are developed under the expert guidance of Dr Peter Clough, Head of Psychology at Hull University. The programme includes the use of 360° Feedback, MTQ48 – the Mental Toughness Measure and ILM72 - the Integrated Leadership Measure. Enabling you to self-assess in key areas of leadership and management as well as measure your progress throughout the programme.

## Knowledge Sharing Forum

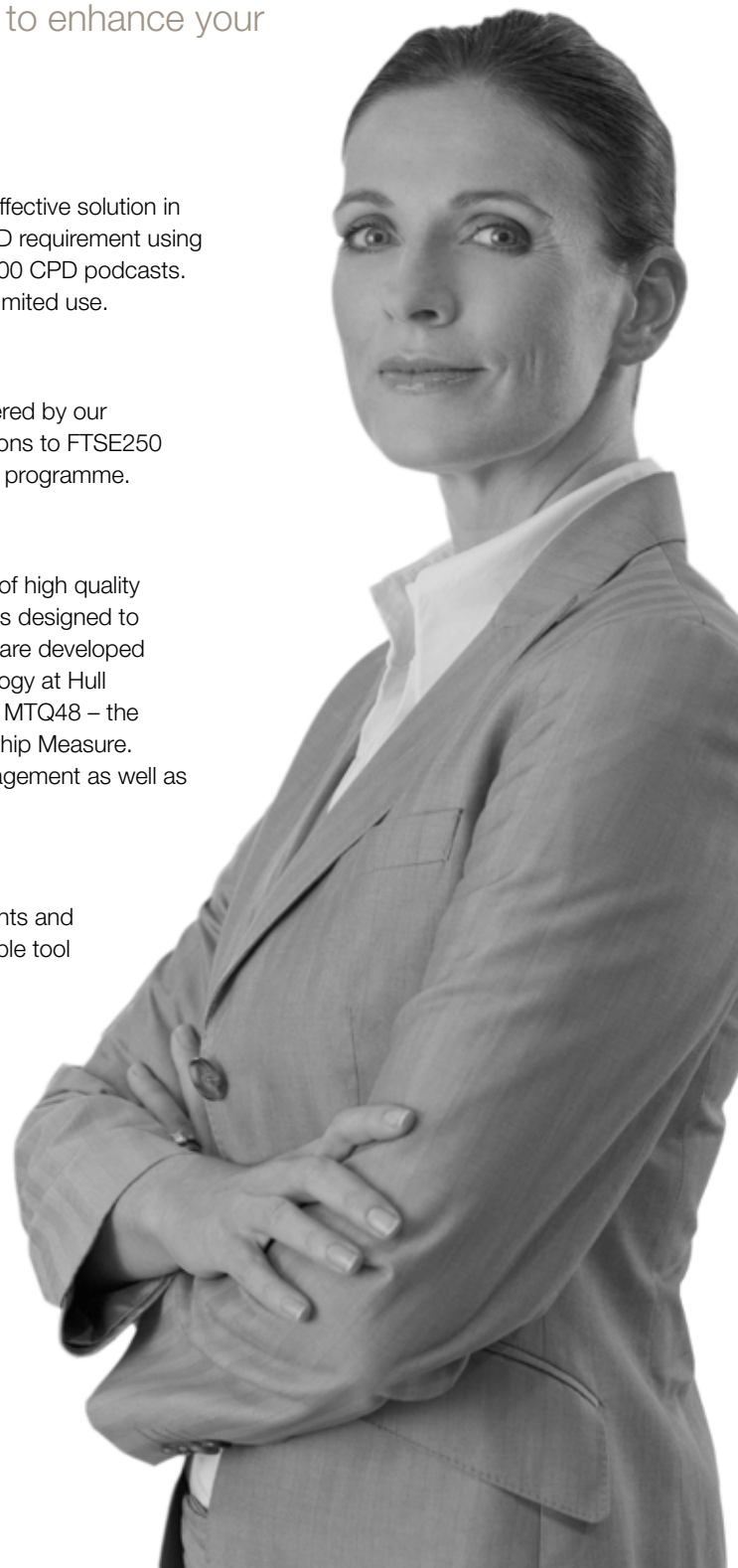
Access to the LawNet Knowledge Hub, allows sharing of thoughts and experiences through discussion forums. In addition, it is a valuable tool to access and share legal knowledge.

## Coaching

One-to-one coaching is available to individuals to provide guidance and advice on specific issues.

*“One arrow alone can be easily broken but many arrows are indestructible”*

Genghis Khan



# Stronger together

Want to find out more about LawNet?

The LawNet Strategic Leadership and Management Programme is open to both member and non member firms. Member firms can access the programme at very preferential rates. If you're not already a LawNet member and would like to find out more about how we can help you win and retain clients and increase your profitability and earnings, why not get in touch.

Experience the difference with our exceptional group buying power, bespoke training, internationally recognised quality accreditation, and powerful marketing and management support.

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