

MDC and StrategyHorse present: "Rising Leader Academy"



The Challenge

Firms all over the state are struggling with recruiting, retaining and developing future leaders within their ranks. In addition to strong technical ability, associates need to develop their *executive presence* to both deliver value to current clients, as well as attract future ones. By 2020, around half of the workforce will be comprised of Millennial attorneys that view their legal careers in a different way than their predecessors, and over the next 5-10 years, statistics show that most firms will lose around 40% of their partners. Younger lawyers are dedicated to professional excellence but require the right investment in professional development to empower them to contribute significantly to the sustainability of their firms.

What does *executive presence* look like?

Business development acumen
Growth strategy planning ability
Leadership skills
Client retention/relationship management skills
Recruiting ability

The Solution

StrategyHorse has created an innovative curriculum designed to engage and inspire the confidence and competency younger professionals need to lead their firms into the future. The curriculum has been applied to a series of interactive workshops designed specifically for promising lawyers between 26-46, those that are expected to secure the legacy of their firms. Each workshop has been carefully created with an understanding that real progress cannot happen without first revealing-and addressing-the motivation (cares, fears, wants) behind the behavior of the next generation of law firm leadership.

Who Should Participate?

Associate and junior partner attorneys with at least 3 years' experience that have demonstrated an interest in firm leadership and growth.

The Outcome

Other training platforms focus on delivering conventional advice and step-by-step directives that are disconnected from the unique challenges facing the future partners of law firms. The StrategyHorse program is committed to facilitating the success of ambitious Rising Leaders in an individualized and personalized manner, a critical approach to helping these attorneys to "get out of their own way"—the most common reason for failure. These workshops are engineered to provide firms with an effective and affordable means to invest in the stewards of their legacies.

The program will be broken down into 4 modules:

- 1) Confidence
- 2) Growth Strategy & Business Development Best Practices for Attorneys
- 3) Networking Strategy & Skills for Those that Dislike Networking
- 4) Vision & Accountability

Module 1: Confidence

This workshop will provide participants with the means to identify, understand and promote one's individual value proposition, an essential component for effective leadership and business development. We will address the importance of self-advocacy as well as how each Rising Leader can both position themselves and others to be ambassadors for their personal brand and the brand of their firm. We will discuss the



creation of stakeholders in the community, including peers and referral sources, and establish criteria for qualifying and cultivating "best clients." Towards the end of the session the attorneys will understand how to apply what they've learned to their role in the recruitment and development of other younger lawyers.

Module 2: Growth Strategy & Business Development Best Practices

This workshop will cover all aspects of personal branding. Participants will learn how to position themselves as either a *Thought Leader* or *Center of Impact*. We will discuss how to become a *lawyer for the future* by being relatable and articulating/addressing the needs of younger clients. The greatest opportunity for growth for any attorney is to become a Trusted Advisor to their clients and the community. We will delve into what this looks like and how to develop this reputation.

Module 3: Networking Strategy and Skills for Those Who Dislike Networking

Most lawyers are uncomfortable in traditional networking settings for a variety of reasons. Introverted personalities, time management concerns and a variety of other things pose a challenge to those who feel the pressure to network but struggle with embracing it. This workshop will provide attendees with tailored guidance designed to identify creative, effective and enjoyable approaches to networking. We will demonstrate how effective networking practices will yield career-long business development dividends. Participants will learn how to design and execute a strategic and effective networking plan to improve origination, complement recruitment efforts and build brand.

Module 4: Vision & Accountability

To become an effective practice group leader and/or equity partner of a firm, attorneys must be vision-oriented and possess the ability to approach growth in a strategic manner. Many younger lawyers are conditioned to think in a silo, only focusing on their immediate tasks and growing their own practice. For those who wish to enter the leadership queue, it is essential to be able to project, plan for, execute on and measure individual/practice group/firm goals, ensuring that all are properly aligned.

Each workshop will be approximately 2 hours in duration and be interactive in nature. Participants will receive a brief pre-workshop summary to help prepare them to get the most out of their participation.

The cost of each workshop is \$225 a person and \$750 for a package of all 4 workshops.