

### High Performance Leadership Tools

#### Revenue-Focused Leadership

Getting practice groups, departments, teams and offices focused on enhancing revenues is a vital function for lawyer-leaders. Unfortunately, many leaders lack the skills and experience to successfully drive this process. [Click here](#) to learn how David Freeman Consulting Group's training and coaching-driven approach can help leaders maximize their effectiveness.

#### Laterals

Laterals represent large investments that are expected to yield significant returns, however, often the results do not meet expectations. To learn how you can help your laterals realize their business development potential, [click here](#).

#### Measure Your Business Development Culture

What kind of business development culture exists in your firm? How do laterals, partners and associates view marketing, selling and client service? What are your strengths, and which areas need improvement? Before making expensive investments in marketing tools and initiatives, find out how your lawyers perceive business development in your firm. For more information about the free Culture Survey Process call David Freeman at 303-448-0757.

#### High Impact Retreats

Retreats can be the catalyst for uncovering millions of dollars of new business. For ideas on maximizing the effectiveness of retreats, [click here](#) to view a New York Law Journal Article on this subject.

### Best Practices In Marketing: "What Is Branding?"

By Amanda Duckworth, Chief Marketing Officer, Morrison & Foerster

For as long as I can remember in my marketing career, branding as a means of differentiation has been axiomatic. Who in marketing has not been taught about the power of branding to distinguish Nordstrom as the service retailer, BMW as the ultimate performance car, American Express as the card with privileges? It was, therefore, a humbling experience to come to the legal profession and be forced to reconsider my well-established precepts on branding. What I concluded is that there is an alternative, equally important purpose for branding when it comes to law firms.

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### Best Practices in Leadership: "Practice Group Leadership: Seizing The First Hundred Days:"

By John Cunningham

Professional services firms - unlike their corporate clients – generally do not groom individuals to prepare them for leadership roles within the organization. As a consequence, a new practice group leader often faces the daunting task of learning about leadership just when he or she is at the most critical juncture – the beginning of their term.

David Freeman of David Freeman Consulting Group in Boulder, Colorado, who has coached thousands of professionals in corporations and service firms on business development and "revenue-focused leadership," said that the first 100 days of leadership are "the ideal time to form good organizational habits [or] break habits that are not functional."

[Click here](#) for the full article as published in the October 2005 issue of *Professional Marketing* magazine.

## The "Great" Law Firm

Most firms are good at what they do, but can they become better? Jim Collins, in his book *Good to Great*, showed us how good companies became great companies. To read an article on how these principles can be translated and applied to law firms, [click here](#).

## Business Development for Individual Lawyers

Success as a rainmaker usually requires a process, one that mixes short-term sales activities with longer-term marketing and client service initiatives. Enhancing our lawyer's capabilities as business developers requires a thorough blending of tools: Training, personal coaching and planning that is customized to both the needs the firm and the individual lawyers. To learn more about how David Freeman Consulting Group can help lawyers develop solid habits that can result in a thriving practice, [click here](#).

## Strategic Planning

Effective strategic planning requires an understanding of the interplay of many factors that go into turning a plan into reality. [Click here](#) to read an LMA article on avoiding the pitfalls that plague many law firm strategic planning initiatives.

## David Freeman's Upcoming Speaking Engagements

- LMA Southeast Conference: "Developing Revenue-Focused Leaders"
- LMA Minnesota Second Annual Conference: "The Five Habits of Successful Business Development"

## Prior Newsletters

To view prior newsletters, [click here](#)

## Feedback

I wholeheartedly welcome your feedback on this publication, ideas for future content and articles, and best practices that can be shared with our community of leaders. I can be reached via [email](#).

## Best Practice in Client Service:

### "A Client's Perspective on Law Firm Marketing and Sales"

By Craig Levinson, Director of Business Development and Marketing, Brown Raysman Millstein Felder & Steiner, and Gabriel Miller, General Counsel of Captivate Networks, A Gannett Company

Managing Partner. *Chief Marketing Officer*. Director of Client Development and Sales. *Marketing Partner*. Director of Communications. *Marketing Committee member*.

In the law firm context, what does each of these positions have in common? In terms of marketing and business development, each person on the list serves, primarily, as an instrument of change.

As the competition for premier legal work continues to stiffen, firms are increasingly forced to change the way they position, promote and sell themselves. Firm leaders and marketing professionals face a daily battle of convincing their professionals that tactics of 15, 10, even 5 years ago may no longer be relevant.

Often, the most persuasive ammunition a marketing agent can possess is the opinion of a client – someone who is a professional buyer of legal services. In that vein, Craig Levinson, Director of Business Development and Marketing, Brown Raysman Millstein Felder & Steiner, sat down with Gabriel Miller, General Counsel of Captivate Networks, A Gannett Company

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**David H. Freeman, J.D.**, founder and CEO of David Freeman Consulting Group LLC, applies over twenty-three years of experience helping firms, practice groups, and individual lawyers increase their revenues. He is a former attorney from New York who has worked with thousands of lawyers in over sixty-five law firms across North America (including more than thirty in the AmLaw 200) as a leadership and business development consultant, trainer, retreat facilitator and coach.

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