

September 2006

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](#).

High Impact Retreats

Retreats can be the catalyst for uncovering millions of dollars of new business. For information on how we can help you maximize the effectiveness of your next retreat, [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](#).

**Best Practices In Leading Client Teams:
 Build it. Monitor it. Measure it. Report it.**

By Iris Jones, Esq. , Client Services Advisor, Akin Gump Strauss Hauer & Feld LLP

Every successful endeavor is the result of some measurable degree of cooperation, collaboration and leadership. Whether it is the accomplishments of a team in sports, business, politics, education or community effort, it works better when there is a designated leader who is in charge of making sure all the elements of successful teaming occur. In my role as the coach for over 58 client teams at Akin Gump, success comes when our team leaders focus on four major categories:

[- Click here for the full article -](#)

**Best Practices in Firm Culture:
 "Making Organizational Changes Stick"**

By David H. Freeman, J.D.

Individuals, families, organizations – we are all creatures of habit. We all have consistent ways in which we act, and react, on an ongoing basis. Witness the routines we engage in between awakening and going to work. Look at the consistency of a tennis player's forehand or a runner's movements. Observe the recurring behaviors between family members.

We all have patterns of operating that help us make our way in the world. But just because we have habits doesn't mean they are the best habits. The awkward runner and the dysfunctional family can move and act in ways that hurt themselves and others around them.

Law firms, like other organizations, are the sum totals of the actions and interactions of people, systems, and processes. ... It is the responsibility of our leaders to take a deeper look at our organizational habits, our cultures, to see which are good and which should be changed.

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David Freeman's Upcoming Speaking Engagements

- LMA Southeastern Chapter 2006 Conference, Savannah, 9/28 & 9/29/06: "From Planning to Reality: The Art of Implementing a Strategic Plan"
- Lex Mundi Executive Directors' Conference, Denver, 10/6/06: "Using Revenue- Focused Leadership and the Balanced Scorecard in Law Firms"
- ALFA International, 10/12/06: "Five Habits of Successful Business Development"
- LMA Dallas, 10/18/06: "Five Habits of Successful Business Development"
- LMA Leadership Matters: Creating and Cultivating Leadership, 11/9-10, 2006, Chicago: "Leadership By Our Lawyers"
- Marketing Partner Forum, San Diego, 1/24 - 1/26/07: "Developing Revenue-Focused Leaders"

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 Revenue-Focused Leadership: "Turning Energy into Matters"

By David H. Freeman, J.D.

The connection between energy and matter is a fascinating subject to explore. While it generally sounds like the stuff of science fiction, I have uncovered the secret of how it applies to our own special universe of law firms.

My inquiry began by going to the source. While conducting painstaking research into previously unknown aspects of Albert Einstein's past, I was astonished to learn that he had been commissioned by a consortium of law firms to come up with a system for generating revenue. Their reasoning for hiring Einstein? Since the physical laws of nature and business do not apply to law firms, they needed an explanation that would work for them.

We all know about his Special Theory of Relativity, $E = mc^2$. Little, however, is known about the groundbreaking corollary to this law, known as the "Really Special Theory of Business Development", which is represented as $M = ec^2$, wherein:

M = Matter(s)

E = Energy

C = Speed of action

2 = Number of people working together to generate matter(s)

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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 seventy-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.

[- Click here for full bio -](#)

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David Freeman Consulting Group, LLC
David H. Freeman, J.D., publisher
dfreeman@davidfreemanconsulting.com
303.448.0757

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