

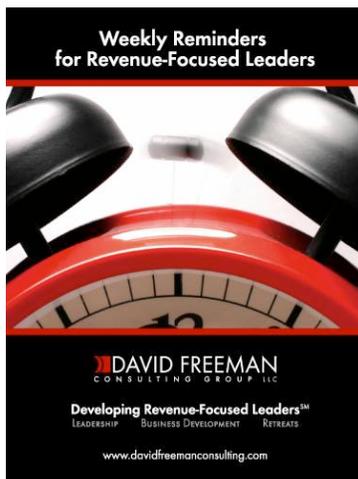


## Book Review:

### Weekly Reminders for Revenue-Focused Leaders Created by David Freeman of David Freeman Consulting Group

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by Elizabeth Anne "Betiayn" Tursi



There are lots of "How To" Books out there for lawyers on subjects ranging from going solo to building six figure books of business. I have read many of them and frankly there comes a time when it all becomes something akin to "yadda, yadda, yadda"! Now, however, comes something quite unique — a small (7" x 5") top spiral bound "stand-up" booklet of weekly reminders. As the author, David Freeman, indicates in his cover note the booklet is "designed to show lawyer leaders how to grow their practice group; motivate lawyers to act on personal and group initiatives; and create a sustainable culture of business development."

What this booklet does is provide an incentive for lawyers to "get busy" with the important work of building a firm culture that creates new opportunities, grows existing ones and increases profits and revenue. There are 52 activities that fall into four categories: culture, planning, implementation and communications. The booklet advises that "if you have particular issues in any of these categories, go to the Activity Categories section of the booklet to find weekly activities that correspond to those areas. Otherwise go week to week and let the process unfold." Each activity has a grid marked with three sections: Action, Who and When to be filled in as each activity is implemented. Simply stated this is just a great way to organize a personal plan for getting things done and creating a business development plan of action.

Of the weekly activities, I selected seven (in **bold**) that struck me as "right on." My own comment on the activity is also noted:

**#1 Obstacle Removal.** *This week, I will develop a plan for removing a lingering obstacle to business development in our group.* So now hopefully someone will be told that they can grow the client if the relationship partner agrees to "share the wealth."

**#13 Management by Walking Around.** *This week, I will visit members of my group, praise them for their good work and solicit their ideas. A case is won, a merger is completed and the next steps to grow the client relationship is in play.*

**#23 Celebration.** *This week, I will find one or more successes to celebrate with our group. "Take Your Group to Dinner" night! And make it a memorable event — maybe even invite your group to your home!*

**#35 Technology.** *This week, we will identify ways to use technology to make ourselves more valuable to our clients. Is it time to explore shared technologies with your clients?*

**#40 Mentoring.** *This week, I will set up/refine a mentoring process for our group that is focused on business development (take a younger person to a client meeting, provide feedback and coaching, etc.). Mentoring is one of the most overused words in the legal profession — make it real by creating a program in which everyone participates and feels part of the process.*

**#41 Coordinate with Marketing Department.** *This week, I will work more closely with the marketing department to enhance our group's marketing activities. Hire a practice group marketing manager!*

And my "personal" favorite and frankly an often overlooked aspect to leadership:

**#51 Personal Feedback.** *This week, I will solicit feedback on my performance as a leader from other firm leaders and members of my group. Just do it!*

You've got to love the methodology that David Freeman used in putting this booklet together. David has worked with lots of law firms. He knows the issues, sees the problems, understands the roadblocks and designs solutions. In thinking about ways to foster growth and implement change, David has always believed that if lawyers are given the proper tools, they can come up with projects and programs that foster business development and create revenue streams that lead to increased profitability. This booklet is just another example of David's theme of "pushing the business development envelope."

To purchase a copy of the booklet go to <http://www.davidfreemanconsulting.com/>, or call 303-448-0757

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