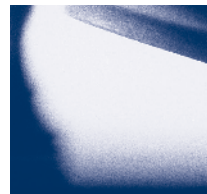




Small Firms, Big Winners

A profitable practice management,
one-day workshop for small law firms

2009



This one-day intensive workshop provides practical, strategic advice to improve the profitability and enjoyment of your practice.

You will see how small firms are making big profits because they tenaciously implement no-nonsense management strategies. Our discussions are supported with industry facts from the latest benchmark research on the performance of small law firms.

Opportunities for small firms this year include:

1. **Life balance versus performance ethic** - Motivating young lawyers to perform at best practice levels is a function of engagement.
2. **Generational skill sets** - Partners wishing to maintain success need to learn and practise new leadership skills.
3. **The boutique emerges as the norm** - Clients want specialists, even in commodity areas. The boutique firms will out-perform the generalists in many areas, most critically in client quality and talent attraction.
4. **Good firms combat commoditisation with client intimacy** - Good firms know and like their clients and become experts in their client's industry.
5. **New ownership and wealth building opportunities** - Many successful legal firms will have diverse ownership. The value placed on these firms will be a function of profitability, systems and management quality.
6. **Knowledge management a major differentiator** - maintaining a high performance culture, quality and steep learning curves is all about the effective management of knowledge. Smaller and mid sized legal firms are starting to manage this better.
7. **Flexible working arrangements retain talented individuals** - trend toward women dominating the profession gains momentum.



Program

SESSION 1 Thriving in 2009

- The future of small law firms and how you can make yours work
- Jumping into new markets
- Performing better in existing markets
- Building your business during tough times

SESSION 2 Managing Success

- Designing and implementing systems that will work for you
- Achieving success through others
- Utilising professional management skills
- Gaining and keeping control of your practice

SESSION 3 Practice Building Strategies

- Marketing and development essentials for small firms
- Staying small but thinking, acting and seeming big
- Maximising returns through your existing client base
- Getting new clients who are prepared to pay for your fees

SESSION 4 Managing Careers and Succession

- Keeping good staff happy and productive
- Maximising the performance of employed solicitors
- Working toward maximising the capital value of the practice
- Does anyone pay for goodwill any more? How much and under what circumstances?

DATES AND VENUES

Sydney: Tues, 10 March Sydney CBD

Melbourne: Tues, 17 March Melbourne CBD

Brisbane: Tues, 31 March Brisbane CBD

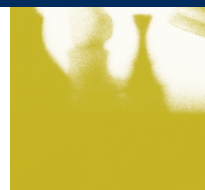
9:00am (coffee from 8:30am) to 5:00pm

YOUR INVESTMENT

The cost of this workshop is \$880 (incl. GST) for the first person. Additional people from the same firm are \$660 each (including GST).

MCLE / CPD POINTS

Subject to specific requirements of relevant State rulings. 6 MCLE points in NSW.



Registration & Tax Invoice

Please register me in the following:

Sydney: Tues, 10 March 2009

Melbourne: Tues, 17 March 2009

Brisbane: Tues, 31 March 2009

YOUR INVESTMENT

The cost of this workshop is \$880 (incl. GST) for the first person. Additional people from the same firm are \$660 each (including GST).

Firm _____

Name _____

Name _____

Postal Address _____

Postcode _____

Telephone _____ Fax _____

Email _____

I enclose a cheque (made payable to FMRC Pty Ltd)

OR please charge my credit card Amount \$ _____

Visa Mastercard Bankcard

Card No. _____

Name on card _____

Expiry date _____

Signature on card _____

CVN No. _____

(Located on the back of your card, printed on the signature strip, provide last three digits)

TAX INVOICE

Once completed this form constitutes a tax invoice from FMRC Pty Ltd ABN 80 083 010 075



Neil Oakes

Neil has been working as a management consultant with the legal profession for 20 years.

He undertakes consulting assignments for law firms throughout Australia and New Zealand, specialising in strategic advantage, profit growth strategies and change management. Each year he is involved with some 110 law firms of various sizes and speciality areas of practice.

Neil is one of the New South Wales Law Society's Best Practice auditors and consultants.

FMRC – provides training, research and management advice to law firms. For the past 30 years it has been a major centre for training Australian and New Zealand solicitors in legal practice management. Today we act for major national law firms, mid-sized, boutique and progressive small firms.

3 easy ways to register:

1. On-line booking www.fmrc.com.au
2. Fax this sheet to 02 9262 6749
3. Phone 02 9262 3377

Cancellation policy

Registrations cancelled within one week of a workshop will incur an administration charge. FMRC reserves the right to cancel workshops due to insufficient registrations.

VISIT US @ www.fmrc.com.au

FMRC Pty Ltd (ABN 80 083 010 075)

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