

# **Lawyer Development Institute**

## **Essential Partner Skills for the New Economy**

### **Wednesday, October 5, 2011**

The partner skills needed to thrive in the emerging business model go beyond the skills that have traditionally been associated with partner success. It is no longer enough to be the go-to expert or to have a big book of business. Today's must-have partner skills are linked to the three pillars of a profitable practice — **client management, talent management, and financial management.**

To be able to succeed at the highest levels, law firm partners need access to structured development opportunities in all three of these areas. Law firm professional development staff is at the center of this process. PD professionals are increasingly being asked to build and implement partner development initiatives that support a firm's business and strategic objectives.

Jointly sponsored by NALP and ALI-ABA, with educational support from West LegalEdcenter®, the **2011 Lawyer Development Institute** will provide concrete examples and practical strategies for equipping partners with the skills needed to thrive in the new economy. In this one-day, advanced-level seminar, participants will:

- Hear from industry leaders about the pressures facing today's partners
- Identify the three keys to partner success
- Develop an understanding of why partner development is crucial to firm success
- Learn to build a partner development program tailored to firm needs
- Collect best practices from experts in the field

Join us for this in-depth program and get the tools you need to make your partners — and your firm — more competitive in today's high-stakes legal market.

## **About the Lawyer Development Institute**

The **Lawyer Development Institute** (LDI), cosponsored by NALP and ALI-ABA with educational support from West LegalEdcenter, complements the very successful **Professional Development Institute** (PDI) held every December in Washington, DC. Each year, the LDI series takes up one topic of interest to professionals who work in the lawyer professional development field and addresses that topic in depth, providing an opportunity for advanced learning. Professionals of all experience levels are encouraged to take advantage of this seminar-style educational conference.

## **Mandatory CLE Credit**

Virtually all ALI-ABA courses are fully accredited in mandatory continuing legal education (MCLE) jurisdictions for varying numbers of credit hours. Please note that some jurisdictions do not accredit courses on law practice management.

To obtain specific information on MCLE accreditation of this program, please call Crystal Finch, 800-CLE-NEWS (800-253-6397), ext. 1692 (*toll-free, U.S. and Canada*) or e-mail [cfinch@ali-aba.org](mailto:cfinch@ali-aba.org).

## **About NALP & ALI-ABA**

**American Law Institute-American Bar Association Continuing Professional Education (ALI-ABA)** is the premier national provider of continuing legal education in the United States, offering a comprehensive national curriculum of live courses, distance learning, and electronic and print publications. ALI-ABA also assists law offices from coast to coast in providing professional development to their lawyers, including in-house training, specialized consultation, national conferences, lawyer training information and materials, MCLE compliance services, and other resources for advancing lawyer professional development.

**NALP – The Association for Legal Career Professionals™** — is the leader in providing research, education, and direction for the career planning, recruitment and hiring, employment, and professional development of law students and lawyers. Recognizing the needs of many members and non-members who are expanding their roles within the field of lawyer professional development, NALP has partnered with ALI-ABA to cosponsor the annual Professional Development Institute as well as the Lawyer Development Institute.

**NALP & ALI-ABA thank  
West LegalEdcenter for providing  
educational support for  
this program.**

## **West LegalEdcenter**

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# **Program Schedule — Wednesday, October 5, 2011**

**8:30 – 9:30 am — Registration and  
Continental Breakfast**

**9:30 – 10:30 am — Understanding  
Today's Partner Mindset**

Before designing professional development initiatives for your partners, you need first to understand their business imperatives and the risks and rewards they face. What current trends in the legal industry most shape today's partner mindset? What are the greatest challenges partners face? What motivates them most? Join Aric Press, President and Editor-in-Chief of American Lawyer Media, as he focuses his unique lens on the challenges and opportunities faced by today's partners, including:

- Greater talent mobility
- Heightened client expectations
- Increasing competition in the legal industry
- Expanded firm expectations for partner contributions
- The need to reconcile disparate goals and interests

#### **Speaker:**

Aric Press, Vice President and Editor-in-Chief,  
American Lawyer Media

**10:30 am – 12:00 pm — Laying the  
Foundation for an Integrated  
Partner Development Program**

Law firms are expanding their traditional professional development initiatives to include an emphasis on helping partners succeed in an increasingly competitive market. The success of these efforts often depends upon research and a dialogue with firm leaders and partners occurring well before the launch of the first program. Partner development initiatives require careful planning and an understanding of how firm priorities, economics, and culture — as well as individual partner priorities — intersect and align. This session will provide concrete suggestions for how to identify goals, anticipate and design around institutional roadblocks, and marshal crucial resources and support for your partner development initiative. Topics include:

- Starting the dialogue within your firm
- Conducting a comprehensive needs assessment

- Understanding the impact of your firm's strategy, compensation system, partnership structure, and other management systems
- Engaging your partners and developing buy-in

#### **Speakers:**

Jodie Garfinkel, Director of Professional Personnel & Attorney Development,  
Skadden, Arps, Slate, Meagher & Flom LLP  
Michael Malefakis, Associate Dean, Executive Education, Columbia Business School  
Margaret L. Wolff, Of Counsel, Skadden, Arps, Slate, Meagher & Flom LLP

**12:00 – 1:00 pm — Lunch**

**1:00 – 2:30 pm — Designing a  
Successful Partner Development  
Program: Best Practices**

A successful partner development program is based on sound goals and appropriate execution. What works for associate development often does not necessarily translate for the partnership. This session will highlight best practices of firms that have launched sophisticated partner development initiatives. Panelists will present examples of designs and approaches that have worked in their firms and address how to motivate partners who have many demands on their time and might not prioritize their own development. This session will give you real-world models for establishing a successful partner development program at your firm.

#### **Speakers:**

Stephen V. Armstrong, Principal,  
Firm Leader, Inc.  
H. Sandra Bang, Director, Gobal Talent Management, Shearman & Sterling LLP  
Laura Sakkad, Chief Lawyer Development Officer, Orrick, Herrington & Sutcliffe LLP

**2:30 – 2:45 pm — Break**

**2:45– 4:30 pm — Building a Framework for Partner Development: Three Pillars of Partner Success**

This session will outline a framework for partner development based on three pillars of partner success. Successful partners must do more than provide excellent client service and bill hours. They also must build client loyalty and attract new clients in the face of fierce competition; manage talent and teams effectively through focused delegation and supervision, as well as motivate lawyers with differing goals and personalities; and well comprehend firm finances, matter profitability, and market analysis. Focusing on these three areas — client management, talent management, and financial management — this session will offer a framework for partner development that can be tailored to a firm's specific needs and culture.

**Moderator:** Stephen V. Armstrong, Principal,  
Firm Leader, Inc.

#### **Speakers:**

Debra Forman, Principal, Pinstripe Coaching  
Janet Hoyt, Director of Professional Development, Torys LLP  
Lisa Keyes, Professional Development Partner, King & Spalding  
Timm Whitney, Director, Attorney Recruiting and Development, White & Case LLP

**4:30 – 5:00 pm — Shh, It's a Secret:  
How Partner Development Leads to Greater Partner Engagement**

It's no secret that engaged partners are critical to firm success, but some partners chafe at the idea that they need a partner development program to get there. Whether your partners are receptive to a formal partner development program or whether you need a stealth approach, a partner development initiative that takes into consideration the challenges and motivators of today's partners can energize your partnership to compete in 2011 and beyond. Hear Kim Koopersmith, U.S. Managing Partner of Akin Gump Strauss Hauer & Feld LLP, make the link between deliberate partner development, greater partner engagement, and a firm positioned for success.

**Speaker:** Kim Koopersmith, Managing Partner – United States, Akin Gump Strauss Hauer & Feld LLP

## Fees

- **\$425 per person** for NALP and ALI-ABA In-House members
- **\$495** per person for non-members
- **\$375** per person for registrants from public interest organizations

## How to Register

Event registration is available online at [www.nalp.org/events](http://www.nalp.org/events). The system allows you to register and pay with a credit card or check online. To access the online registration system, go to [www.nalp.org/events](http://www.nalp.org/events) and select **2011 Lawyer Development Institute**. Once you have registered, a confirmation email will be sent to the email address specified in your registration.

## Cancellation Policy

Your registration fee will be refunded, less a \$100.00 processing fee, if your cancellation is received in writing by Tuesday, September 20.

## Hotel Information

NALP has not secured a block of sleeping rooms because this program is a one-day program and is not located in a hotel. However, we have negotiated a preferred rate on a limited number of sleeping rooms at Le Parker Meridien in Midtown. The sleeping rooms are available on a first-come, first-served basis. When calling the hotel, please identify yourself as part of the **NALP Room Block** in order to guarantee the special group rate.

**Le Parker Meridien**  
**119 W. 56th Street**  
**New York, NY 10013**  
**Phone: 1-800-543-4300**

The preferred sleeping room rate at Le Parker Meridien is \$350. (The room rates are subject to 8.875% New York State tax, 5.875% New York City hotel tax, \$2.00 New York City occupancy tax, and \$1.50 Javits Center fee) per night. All taxes are subject to change without prior notice.

## NOTE:

**Conference registration is limited. Register early!**

## Travel Discounts

For your convenience, Professional Service Firm Travel, LLC (PSFT) has been selected as the official travel service for this event. PSFT will research the most economical route, airline, and flight times to help get you the lowest possible fare. PSFT has special contract airfares that are available to attendees of this meeting.

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PSFT reservation hours are Monday – Friday, 8:30 am – 6:00 pm Eastern Time. Make your reservations with Professional Service Firm Travel, LLC by calling 1-888-773-8728 and asking for Stacy or Lissette (please identify yourself as attending a NALP conference). A \$35 transaction fee will be applied to all tickets purchased.

**for the New Economy**  
**Essential Partner Skills**

**From NALP and ALI-ABA ...**

**2011 Lawyer Development Institute**

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**NALP**