The Single Most Effective Activity for Building Your Practice

Presented by

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For Collaborative Practice professionals balancing busy schedules and client demands, a long list of business development “to-dos” quickly becomes overwhelming and often remains unfinished. This workshop will answer the question, what is the single most effective business development action you can focus on without stretching yourself too thin?

The answer to this question begins with two important steps. Section 1 of the workshop will review these two steps. The first is to assess where you are today. The second is to clarify where you want your practice to be in the next 2-3 years.

**45 minutes-Section 1: Educate participants on how to clarify their current situation and future goals**

**30 minutes- Section 2: Review Check list for Business Development**

Once participants understand how to assess where they are and where they want to go, the most effective step they can take towards building a fulfilling and profitable practice is to schedule a recurring time every week to complete a specific checklist of business development actions that are aligned with long-term goals.

Review checklist and provide examples.

**15 minutes- Section 3: Summary**

Provide a case study of a successful collaborative lawyer.

Conclusion: Overall, once you have clarified your current situation and goals, the single most effective step you can take in business development is to schedule time to focus on specific actions. The work you do every day, every week and every month will determine what your practice will look like in the future. You have the control to create the practice you want by executing one checklist at a time.