

LawBiz® TIPS

YOUR PRACTICAL GUIDE TO PROFIT™



Week of **June 2, 2009**

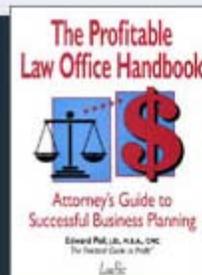
Hit the Road, Jack - When It Makes Sense to Do So

When recession cuts revenue, cutting expenses is the most feasible way for law firms to preserve profitability. Virtually any law firm can be run more efficiently and economically, but firms should be wary of cutting indiscriminately. A good example of where cutting is being done without adequate thought to the consequences involves meetings and travel.

Canceling meetings that bring people together for training, sharing of best practices, networking and meeting in person is a risky way to save money. Bringing people together, along with pertinent resources and activities, will make them feel more committed and positive about the future. Yet, just as law firms feel the need to placate their clients in so many other ways, they increasingly are taking (or feel they are forced to take) drastic action to curtail meetings and travel that is focused on internal firm needs, even legitimate education or governance ones, to demonstrate cost-cutting sensibilities.

The issue ultimately rests on the value of professional and organizational development. Can it be conducted only if it's local, or is there something to be said for travel and for meeting away from daily distractions? Technology - videoconferencing, webcasts, and the like - make it possible to absorb the content of a meeting without actually being there. But, many organizations (like the National Speakers' Association) have found that live contact among people enhances and expands both learning (in educational programs) and decision-making (in governance meetings).

Consider education and training programs, which should not be just a function of CLE courses for lawyers. Giving staff the right training and support will give any lawyer enhanced confidence in the law office team. Training on business realities may be had at a local community college or in a nearby city. The worth of the program always has to be assessed, but if staff and administrators are expected to do more



The Profitable Law Office Handbook
The Attorney's Guide to Successful Business Planning

A best-selling, practical guide that enables attorneys to finally take control of their financial futures.

The Profitable Law Office Handbook is loaded with charts and forms, and it presents a clear outline for: understanding the business planning process, identifying personal and law firm goals, creating a marketing plan, and creating a cash flow statement. An optional Windows-compatible disk with forms and schedules in Excel, QuattroPro, and WordPerfect 5.1 formats.

[Click here to purchase just the book with no disk for only \\$29.95](#)

[Click here to purchase the book and disk for only \\$44.95](#)

Check Out Ed on **You Tube**

Ed's Tweeting! **twitter**

with less, the value of training becomes all the more important. For lawyer CLE training, firms must differentiate between material-driven programs that could just as easily be experienced as a webinar, and panel discussions or group learning experiences in which personal presence makes all the difference.

In today's business environment, it seems reasonable to suggest that education and conferences, including related travel, should be considered adjustable expenses. Dollars spent on them can be modified as budget and business requirements demand. But to eliminate them would seem foolish in the extreme. Law firms that understand how the personal learning experience enhances their ability to provide value to clients will be the firms that survive today and thrive tomorrow when the economy improves - as it inevitably will.

Personal Commentary

Our [LawBiz® Forum](#) is now up and running. We've been "open" for less than two weeks and we already have great participation. Come join us.

Our entry level is *free!* So, enter the discussions, contribute, learn and be part of our growing community. Contact me if you have any questions.

Best wishes,

Ed Poll

lawbiz.com

lawbizblog.com

(800) 837-5880 Order Phone

(310) 827-5415 Office Phone

Please use the URL below to link to this issue:

www.lawbiz.com/nlimages/tip-6-2-09.html

What Readers Are Saying...

Keynote speech is the "highlight" of Bar Association training seminar

"Ed's presentation, in my opinion, was the highlight of this series of speakers. I found the information which was presented to be tremendously valuable. Further, it was presented in a format which was both usable and interesting. Since Ed's presentation, I have had an opportunity to speak with several others who were in attendance and it is clear from them that he made our event successful."

-David R. Hagen, San Fernando Valley Bar Association

© 2009 LawBiz® Management. All rights reserved.

Note: If you would like to unsubscribe or if your e-mail address will be changing, please use the links that are displayed below.