



September 2011

## IN THIS ISSUE



**Welcome**

Welcome to our September issue.



**MPF Fall Leadership Conference**

November 16, 2011  
Chicago, Illinois

We're pleased to announce our inaugural *national* law firm leadership conference - we're calling it **The MPF 2011 Fall Leadership Conference** - which will be held on Wednesday, November 16th, at the University Club of Chicago. [Click here to learn more.](#)



**Web Seminar**  
LinkedIn 101 for  
Managing Partners

Next week, we'll be presenting a complimentary Web seminar next week. **Cool Coaching: LinkedIn 101** is designed especially for managing partners. Scroll down for details.



**Book of the Month**  
True  
Professionalism

This month's book is **True Professionalism** by David Maister. Every lawyer in private practice should read and absorb its lessons. We've also added a few new articles to the **MPF Website** on leadership development this month.



**Featured Articles**  
Two New Articles  
Every Firm Leader  
Should Read

Finally, this month's **MPF Flash Survey** is about job descriptions for managing partners. It's hard to believe that most still don't have one.

As always, we encourage you to forward this newsletter to others at your firm.



**MPF Flash Survey**  
Job Descriptions  
for  
Managing Partners



**John Remsen, Jr.**  
President and CEO

## FALL LEADERSHIP CONFERENCE



### **The MPF 2011 Fall Leadership Conference**

Wednesday, November 16, 2011

University Club of Chicago

Beginning this fall, The Managing Partner Forum is expanding its geographic footprint, and we're pleased to announce our inaugural national leadership conference, which will take place on Wednesday, November 16th, at the University Club of Chicago.

The Fall Leadership Conference is designed especially for law firm managing partners by law firm managing partners. The format and topics are developed and refined based on input from past participants and the Forum Advisory Board.

The format is highly interactive and topics focus on issues such as firm leadership, strategic planning, compensation systems, growth strategies, and marketing and business development.

Register today and save \$300.



[Click Here to Learn More](#) | [Back to Top](#)

## WEB SEMINAR: LinkedIn 101 for Managing Partners

**Tuesday, September 13th - 12 Noon - 1:15pm EDT**

### **Cool Coaching:**

#### **LinkedIn 101 for Law Firm Managing Partners**

(or Everything You Wanted to Know about LinkedIn, but Were Afraid to Ask!)

We've partnered with [Hellerman Baretz Communications](#), a leading Washington, DC-based public relations firm, to present a complimentary Web seminar designed especially for law firm managing partners on social networking, in general, and LinkedIn, in particular.

LinkedIn has emerged as the leading social networking site for lawyers and other professionals. Many younger lawyers have created robust profiles, established hundreds of online connections, and are starting to actively participate in virtual groups consisting of like-minded professionals. We think the time has come for managing partners to check it out, and consider taking the leap.

Registration is free!

[→ Click Here to Register](#) | [Back to Top](#)

## BOOK OF THE MONTH: *True Professionalism*

### ***True Professionalism***

*by David Maister*

If we were asked to recommend just one book to a lawyer in private practice, it would be this one. Maister's lessons are clear: believe passionately in what you do and never compromise your standards and values. Act like a true professional, aim for excellence and the money will follow. The challenge for leaders is to find the strength and courage to do what we know is right. A must read.

[→ Click Here to Learn More](#) | [Back to Top](#)

## FEATURED ARTICLES

Finally, we've posted two new articles to the MPF Website. We group articles and other resources into six main subject areas: planning, leadership, compensation, growth, marketing and profitability. We invite you to take a look and forward what you like to others at your firm.

### **Why Leaders Need Feedback**

*by Dr. Larry Richard*

As a new member of the MPF faculty, we've asked Larry to provide a few articles for our Website. This one says that, as a law firm leader of a law firm, you should want and solicit feedback about how you're doing. The more you understand about yourself and how others perceive you, the better equipped you are to effectively respond to the concerns of others, to understand those you lead, and to gain buy-in from them on their own terms.

[Click here for the full story.](#)

### **Leadership Development: Should Your Firm Invest in Growing its Leaders?**

*by Kathleen Bradley*

Developing leadership skills is hard work. And it's especially difficult for lawyers who, by nature, tend to be skeptical, autonomous and risk averse. Yet the absence of strong, committed leaders who are trusted and inspire confidence within the firm is often cited as a major factor in most law firm dissolutions. Has the time come for your firm to invest in developing leadership skills in its lawyers? If no, why not? If yes, what, when, who and how? This article will help answer some of these critical questions.

[Click here for the full story.](#)

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## MPF FLASH SURVEY - September 2011

### Job Descriptions for Managing Partners

We recently introduced a new section to our Website's home page called the **MPF Flash Survey**. We'll update the section frequently, highlighting timely factoids and survey results.

Every law firm managing partner should have a job description that sets forth the authority and responsibility of the position, as well as the time required and compensation for the role.

We asked managing partners who attended our May conference in St. Louis if they had one. Their answers may surprise you.

#### Does your firm have a written job description for its managing partner?

- ▶ Yes
- ▶ No
- ▶ Work in progress

[→ Click Here for the Answer](#) | [Back to Top](#)

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