



Presents

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THE SEVEN HABITS OF SUCCESSFUL  
PRACTICE GROUPS

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# THE SEVEN HABITS OF SUCCESSFUL PRACTICE GROUPS

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It's been several years now since the trend toward Practice Group Management took hold in the law firm industry. Observations of the most successful practice groups have resulted in the identification of seven habits which are indicative of, and correlate with, successful and growing practices. The presentation covers specific tools, techniques and processes including worksheets and a guide which enable participants to apply the lessons to both the practice group and each subspecialty within the group.

## SEVEN HABITS

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### SUCCESSFUL PRACTICE GROUPS:

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**1. Regularly perform objective assessments of the group's market position, skills, experience and reputational equity.**

Presentation includes:

- i. A discussion of the tools and techniques to evaluate market position, practice group strengths and reputational equity
- ii. A review of the systems and processes to manage subjective documentation of the practice group's strengths and capabilities

**2. Have a clearly articulated and commonly understood statement of the competitive strength, points of difference and value proposition of the practice group's offerings.**

Presentation includes:

- i. The methodology for assessing competitive strengths
- ii. The methodology for assessing points of differentiation
- iii. The methodology for creating and/or articulating a value proposition

**3. Have a formal, written strategy and marketing plan and all group members have delegated authority and accountability for specific portions of the plan.**

Presentation includes:

- i. A review of the different types of practice group strategies
- ii. A review of the practice maturity curve and how this affects practice group growth opportunities
- iii. A review of the practice group business and marketing planning process
- iv. A discussion of the delegation and authority techniques which will ensure plan implementation and success



**4. Have clear and simple metrics in place to track the economic, client relationship and business development results of the group and its members.**

Presentation includes:

- i. A review of the economic drivers of the practice group which should be tracked
- ii. A review of the client relationship drivers of the practice group which should be tracked
- iii. A review of the business development drivers of the practice group which should be tracked
- iv. A review of soft metrics and cultural indicators which may be tracked

**5. Have energized and committed leaders who are optimistic, practical, decisive, and focused. Leaders spend an inordinate amount of their time ensuring strong communication of results, capabilities, and objectives with group members and continuously solicit group members' input to identify potential issues and opportunities.**

Presentation includes:

- i. A discussion of the importance of optimism, practicality, decisiveness and focus and the role that practice group members can play to support leaders.
- ii. A discussion of the importance of communication in a practice group and the role that practice group members can play to support leaders.

**6. Have a clear sense of the appropriate levels of investment in time and money to pursue agreed-upon opportunities. They support group members with the training to pursue these opportunities effectively.**

Presentation includes:

- i. A discussions in how to determine the practice group's best marketing strategy and tools
- ii. A review of opportunities which can drain practice group resources
- iii. A review of opportunities which are often underutilized by practice groups
- iv. A discussion regarding the need for, and scope of, dedicated marketing support
- v. A discussion of the need for comprehensive and on-going training and the scope of this training

**7. Have mastered the 'blocking and tackling' of marketing and focus an inordinate amount of business development time and resources on high return activities.**

Presentation includes:

- i. A review of the must do marketing activities of the practice group
- ii. A cost analysis of the practice group's marketing tool box
- iii. A discussion in how to assess marketing opportunities and prioritize their importance



- iv. A discussion in how to calculate the expected return on practice group resources
- v. A review of effective client retention and expansion tactics
- vi. A discussion in how to identify and exploit intra-firm practice synergies
- vii. A discussion of the practical ways to track and improve client service performance

***The Seven Habits of Successful Practice Groups*** is a powerful way to engage and align practice group members in contributing to the success of the practice group. The interactive presentation enables group consensus and understanding of the challenges in managing a practice group within the constraints of the larger firm and the competitive landscape of the marketplace.

Group members will emerge from the session having adopted a common understanding of the practice group management process, a common language and set of tools in which to manage opportunities and issues into the future and will gain a common and realistic expectation for what the practice group can and will be able to accomplish.

Practice group leaders who go through the presentation also get unlimited telephone and e-mail consultations with GDC through their practice group planning period to answer questions and provide further guidance in the process.

#### ABOUT THE PRESENTER:

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Group Dewey Consulting provides complex consulting services to midsize law firms and practice groups. Our strengths include: strategic assessments and planning; client development programs and coaching; client satisfaction research and client service programs; and marketing, branding and communications. Group Dewey can be reached at 503.693.4731

Eric Dewey is an expert in driving growth and efficiency in professional service firms through innovative and practical marketing and client development strategies. With over 25 years of marketing and business development experience in five service industries, Dewey has counseled hundreds of attorneys in prospecting, client development, marketing effectiveness and presentation skills. He brings executive level leadership, sound business judgment, innovative strategies and a breadth of practical knowledge to his engagements. He has three daughters, is a semi-professional percussionist and plays league Ultimate.



A prolific writer, Dewey authors the Legal Marketing Blog, [Lawyer Up! Strategies](#) and has been named the 2013 *Law Practice Management* magazine's Guest Editor for its annual marketing and client development edition. Ranked by ExecRank in 2012 the 153<sup>rd</sup> among the 500 top CMOs from more than 15,000 in the country, Eric holds an MBA from Ohio University, a Certified Financial Marketing Professional (CFMP) designation through the American Bankers Association and the University of Colorado and a Certified Marketing Director (CMD) designation from The International Council of Shopping Centers and the University of Michigan. Dewey has held the senior-most marketing professional positions in two AmLaw 200 law firms, the largest securities class action firm in the U.S., a regional bank holding company and several commercial real estate developers. He has consulted small and midsize law firms and businesses since 1996.

