

# RainDance CONFERENCE™



*Redefining Rainmaking*

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## **LSSO's RainDance Conference™ 2010 Improve, Sell, Service: Navigating the New Course**

**The Mid-America Club, Chicago  
June 9-10**

***Presented by The Legal Sales and Service Organization and West Legal Ed Center***

*LSSO's RainDance Conference™ is the conference conceived and designed for senior leaders in law firms and legal departments who are focused on sales, service excellence and process improvement. It's the place where sophisticated professionals and industry thought leaders turn for their own professional development.*

*Get ready to roll up your sleeves and crank. We have an all-star lineup of speakers who will deliver best sales and service practices, professional skills knowledge and feedback from clients about what's working, what else they need to see, and where there are opportunities.*

### **DAY ONE Wednesday, June 9, 2010**

#### ***Pre-Conference Briefing***

9:00 to 11:30      **Legal Lean Sigma™  
Leadership Orientation to Process Improvement**

*Presented by LSSO's Legal Lean Sigma™ Co-Developers and Lead Instructors*

**Laura J. Colcord**, Legal Lean Sigma Master Black Belt; Process Improvement Expert

**Catherine Alman MacDonagh, Esq.**, Six Sigma Green Belt, Legal Lean Sigma Green Belt

Are your processes running at optimum efficiency? As soon as we start to describe and measure a process, we begin to see things that could be improved, either in the client's eyes or the firm's/department's eyes or both.

In fact, most of our processes fall far short of their potential. And improving them will benefit BOTH the client and the firm/department. Learn how to improve processes such as client development and service delivery, billing and collections, document management, technology roll outs, firm events, RFPs, lateral integration, and MUCH MORE. The benefits include:

- Increase productivity and efficiency
- Improve project management skills
- Positively affect the bottom line
- Reduce costs and errors, and
- Create job enlargement within your team

## ***RainDance Conference***

1:00 to 1:20      **Welcome Remarks**  
Alvidas Jasin, Master of Ceremonies; presenter of the Academy of Hiney Awards

1:20 to 2:30      **Opening Keynote**  
**Tom McCarty, Author and Six Sigma Master Black Belt**  
Managing Director, Six Sigma Practice Leader, Jones Lang LaSalle

Hear a master on applying the principles of process improvement and service excellence to the law firm world.

2:30 to 2:45      **Networking Break**

2:45 to 4:00      **The Sales Pros: Trends in Sales Management and Sales Compensation:**

We are seeing a significant shift in who really manages and oversees the business development team, including the addition of marketing and sales partners. Additionally, compensation structures are being examined to reward successful efforts. A Panel of Sales, Marketing, Client Relationship Partners and Sales Directors will talk about the latest trends in sales management and compensation.

4:00 to 5:30      **Process Improvement for Profit Improvement**

A panel of experts discusses effective and proven strategies for improving consistency of the deliverables and of the client relationship touch points.

- Tea Hoffmann, Esq., Chief Marketing and Business Development Officer, Baker Donelson, Moderator
- Lucy Ann Galioto, Director of Client Service, Gordon Rees
- Andrew Serwin, Esq., Partner, Foley & Lardner, Process Improvement Author
- General Counsel (To be confirmed)

5:30 to 7:00      **RainDance Reception**

## **DAY TWO**

### **Thursday, June 10, 2010**

8:00 to 8:30      **Networking**

8:30 to 10:30    **Keynote Speaker and Workshop—Negotiation Skills for Senior Law Firm Professionals**

Negotiation skills are required in every aspect of doing business today. Whether you are trying to negotiate with outside providers, inside your firm with peers, partners and leadership or in other business scenarios, this is need-to-know information for you to be at your best as a senior professional. This highly-interactive workshop with a Stanford Law School Negotiation Skills Professor will teach you the skills you need to negotiate in any business situation.

10:30 to 11:00   **Networking Break**

11:00 to 12:00   **Leverage the Relationship and Grow the Revenue**

A GC panel talks candidly about the effective ways to sell, grow and strengthen client relationships.

12:00 to 1:00    **Buffet Luncheon**

1:00 to 2:15     **RainDance Rainmakers**

Peter B. McGlynn, Litigation Partner, Bernkopf, Goodman & Baseman

This rainmaker will talk candidly about what is working in today's transforming market, the challenges that practicing lawyers face and what business development best practices help to close business.

2:30 – 3:30      **AFA: The Truth Beyond the Lore**

A panel of in house experts and an outside rainmaker talk candidly about pricing strategies for retaining and growing revenue in a transforming legal market

- Will Auther, Litigation Partner, Bowman and Brooke, Moderator
- Dan Currell, Senior Director, Content Delivery at Corporate Executive Board and Managing Director, General Counsel Roundtable

3:45 to 4:45     **Assessing Profitability of Clients: Metrics Every Business Development Professional and Leader Needs to Know**

**Joseph B. Altonji**

Vice President, Law Firm Strategy and Structure Practice, Hildebrandt Baker Robbins

Everything today is about ROI. Practice groups, industry teams, SAM teams and firm operations teams. Come hear one of the country's top experts on law firm strategy

discuss the metrics you need to know about to do your job more effectively as a law firm leader or professional.

4:45 to 5:00     **Closing Remarks and RainDance Raffle**