

Title: Growth, change and evolving your law firm

Draft description: You've made the leap and opened your own firm or stepped into a leadership role at your existing firm. You worked hard to build a reputation for excellence and professionalism, and you invested in marketing and networking to attract new business. What happens when the growth becomes too much to handle, and you are considering the next step in the evolution of your firm? How do you avoid being a victim of your own success? Should you stay small? Should you hire and expand? Who should you hire and how do you build out a successful firm while continuing to build your practice and provide service to existing and new clients? In this program, experts will outline the costs and benefits of expansion, proven methods to guide you through an expansion, and will outline tools to guide your decision-making process.

Panel 1: Lessons learned (Moderator – Deborah) (45 minutes) + Q&A

Speakers: Elizabeth Dipchand and TBD (Elizabeth to reach out to someone from the Managing Partners Group or Carly to invite Angela Casey)

- Focus on less evident: impact of tech on productivity, what support looks like, culture work – how to build it (purpose & culture)
- Deborah willing to share lessons from her clients
- Founders / managers who scaled their firm to a larger size
- Focus on mistakes made, lessons learned, what they would do the same and what they would do differently

Panel 2: Knowing when to act and making the strategic (growth) plan (Moderator: Kirsti Mathers McHenry) (45 minutes + Q & A)

Speakers: Kelly Margani, Stephen Mabey and Kirsti Mathers McHenry

- Strategic planning when facing these types of decisions, trigger points and adapt, ad hoc, basic structures of plan – Conversation with Kelly Margani & Stephen Mabey
- Data, metrics and evaluating your readiness.
- Assessing the needs of your growing firm and your role in the next iteration of your firm – what to keep and what to let go (KMM)

Panel 3: Implementing the plan (Moderator : Christiane) 45 minutes

Speakers: Deborah Glatter, Christiane Saad, Tara Vasdani

- Performance management tools – Deborah Glatter
- Process improvement overview & tips – Christiane Saad
- Part-time / full-time, remote or in person hires/contracts to support low cost expansion – Tara Vasdani