

# BUILDING A STRONG LAW FIRM CULTURE - PART 3: CULTIVATING A CHAMPIONSHIP TEAM

Presented By  
Denise Cullen  
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# DENISE CULLEN

## DIRECTOR OF MEMBER SERVICES

- Denise is a well-respected practice growth advisor, speaker, and blog writer. She has committed over ten years to helping attorneys grow their practices in a sustainable and intentional way using Atticus coaching processes. She has worked with hundreds of solo and small firm attorneys, across the United States and Canada, to diagnose issues in their practice holding them back from growth and satisfaction.
- Before her work in attorney practice management, Denise was a sports anchor and television personality. She is the President of Team Gamez Foundation. Her experience, wit, and front stage personality engages with audiences. She is never a dry speaker.



# AARON ROTHERT

## ATTORNEY & PRACTICE ADVISOR

- Attorney, a former instructor for the Internal Revenue Service, and has worked with the State Attorney's Office in Florida
- Works with law firm owners and associates to achieve their goals in the areas of time management, client development, staffing, cash flow and profitability
- Conducts DISC Behavioral Profile discussions with attorneys and team members
- Published in the *Family Law Journal* and writes regularly on time management and marketing for attorneys





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*Great Practice. Great Life.*

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We help lawyers grow great  
practices and cultivate great lives



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# UPCOMING WORKSHOPS AND PROGRAMS



## THE PRACTICE GROWTH PROGRAM™

San Francisco  
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## DOUBLE YOUR REVENUE WORKSHOP™

September 8th, San Francisco



## BUILDING A STRONG LAW FIRM CULTURE PART 4: PROFITABLE HIRING STRATEGIES

August 15th, 2:00-4:00 pm ET

# MORE THAN JUST BEING GREAT AT THE LAW



# THE GROWTH CORNERSTONES™

REVENUE, INCOME, CONTROL, FREEDOM AND IMPACT



Sharpen Focus and  
Prioritize



Attract High Value  
Clients



Build a Great  
Team



Cash Flow  
and Profitability

LEGAL SKILLS



**Building a great team and  
profitability are learnable business  
skills!**

# AGENDA



Creating a framework and mindset around the future of your practice



Cultivating a championship team



Improving the client experience



Creating a profit center



Building a cash flow projection

# Creating a Framework and Mindset Around the Future of Your Practice

**NEW MiNDSET**



**NEW RESULTS**

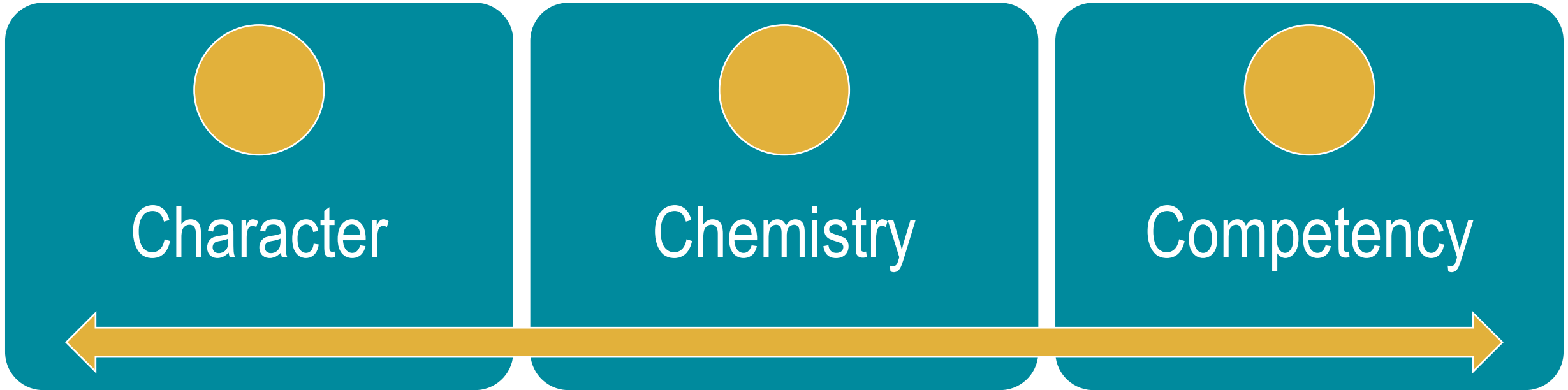


# SUGGESTIONS

- Be open
- Be patient
- Think of this as part of your master strategy
- Nothing will pay greater dividends over time
- With practice and patience, it will pay off like nothing else

# Cultivating a Championship Team

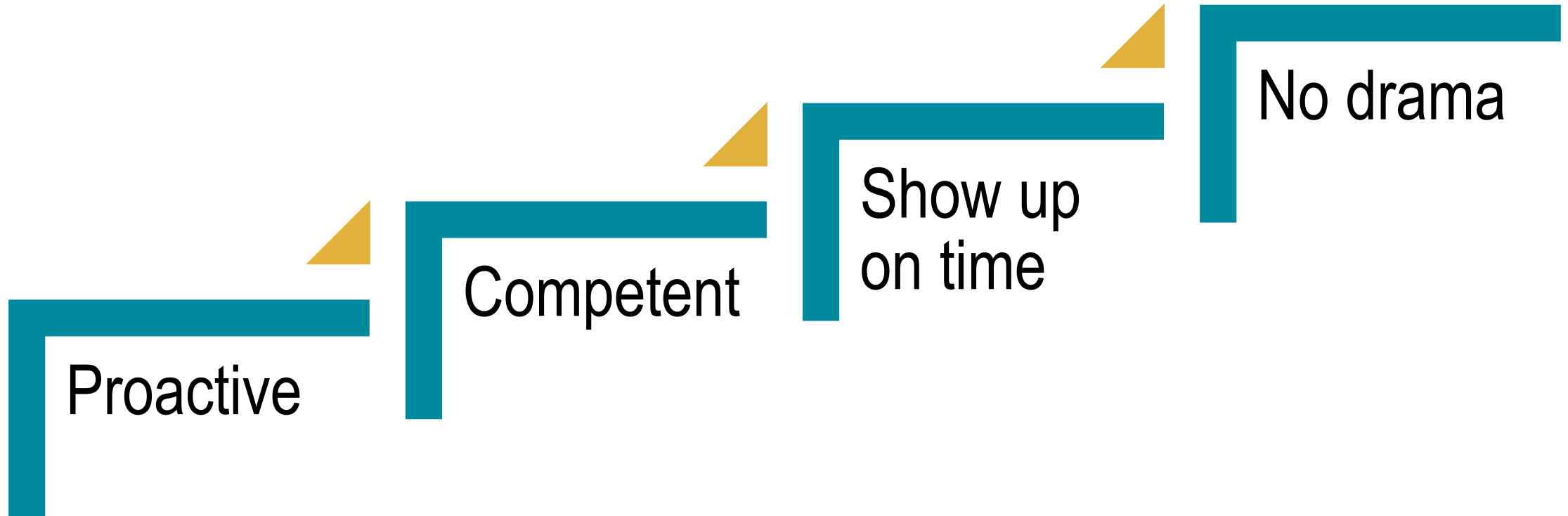
# THE THREE C'S OF HIRING



Allow me to introduce you The Fourth Musketeer....**Commitment**

# CHAMPIONSHIP TEAM

What are the attributes of a championship team?





# STAFFING SYSTEM

## 4 Strategies to Building a High-Performance Team:

1. Decide on level of staff needed
2. Recruit
3. Interview and test candidates
4. Orient and motivate

# Improving the Client Experience

# THE VICIOUS CYCLE OF POOR HIRING™



**Fire Fast!  
Quickly,  
Professionally, and  
Compassionately**

# THE KEYS TO BUILDING CREDIBILITY AND AUTHORITY

- Be useful
- Be humble
- Manners
  - Please, thank you, show up on time, and do what you say you're going to do
- Website matches what you say
- Look the part-dress professionally
- Customer service is key
- Never, ever complain
- Avoid gossip, politics
- Follow up on your promise

# Creating a Profit Center

# THE BENEFITS OF A GOOD STAFFING SYSTEM



Focus on best and highest use of time



Leverage



Build a system not dependent upon **YOU**

# Building a Cash Flow Projection

# Weekly Cash-Flow Focuser™ \_\_\_\_\_ / \_\_\_\_\_ TO \_\_\_\_\_ / \_\_\_\_\_



## Cash Flow Goal:

	Client / Matter	Value	Next Action	Deadline
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
	Total			

## Top Opportunities / Marketing Actions

	Who / What	Next Action	Deadline
1.			
2.			
3.			
4.			
5.			



# Final Thoughts And Questions

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August 15th, 2:00-4:00 pm ET

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August 15, 2023

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