

Zoë Durand & Megan Greig

T/A SOS Lawyer Magic

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SOS LAWYER MAGIC



A NEW KIND OF WORKSHOP ON THE BUSINESS BEHIND LAWYERING

Available as a digital course or face to face.

How to build your personalised + powerful Business Development Strategy: Unlock the art of networking, branding, marketing, media, public relations, building referral chains and financial hygiene. Stand out from the pack.

In this **unique immersive workshop designed especially for lawyers Zoë Durand** (mediator, lawyer and author of the highly publicised *Inside Family Law*) and **Megan Greig** (marketing, branding and lead generation expert) empower you with all the essential, yet often neglected, non-legal skills needed to succeed in law.

Being a lawyer is not always easy. Often we are expected to **wear many hats**, or even pull a rabbit out of a hat (a.k.a be a **magician!**) In addition to staying across changes in the law and having the requisite technical legal skills, lawyers need to generate work, build referral chains, get paid, have positive client relationships, and increasingly it is necessary to build their brand via traditional and also social media.

Many firms reward lawyers for generating personal referral work. Either directly through bonuses or remuneration structures, or more broadly, advancement at most firms is significantly determined by the ability to attract clients referrals, build a profile and position one's self as an expert in the field.

Whilst this is a key factor in success, most lawyers receive zero to little training on how to actually make generating work, networking, marketing, profile and brand building **happen in a real way.**

For smaller or sole practitioner firms, the ability to generate work is literally a matter of do or die.

Seeing this disconnect between what lawyers need to know, yet are rarely explicitly taught, Zoë and Megan teamed up to create SOS Lawyer Magic to demystify these topics and empower lawyers with the tools and real-life action plans they need to soar.

SOS Lawyer Magic is both big picture and inspirational and covers nitty gritty step-by-step practical steps. It ensures you devote a few hours of power this year to all those BD and other tasks that otherwise simply slide down (and ultimately off) your "to do" list.

This workshop will help you **become savvy and intentional about all the aspects of real-life lawyering that are not ordinarily taught.**

Outline of workshop

Cost for full day workshop taught at your law firm - \$4,900* (*One time offer for bookings prior to 31 January 2020)

10am to 4.30pm (with breaks)

The teachings and activities contained in the SOS Lawyer Magic workshop are:

A LAWYERS' MANY HATS



- Introductions
- Overview of course content
- Check in with attendees about any key focuses / things they wish to learn

THE ROCKSTAR



Your definition of what is a 'successful' lawyer and how to achieve this, **vision and goal setting** Learning about dreaming big, reigniting your passion and purpose for what you do, how to draw up goals and an action plan for these.

Putting it all together: connecting vision to reality, maintaining sustainability whilst soaring in your career, clarifying your own life values and ensuring all decisions are focused on these and reviewing and owning your own definition of what is work/life "balance". How to do all the things we are teaching in this course in a way that works for you in real life as a person and lawyer.

Outcomes

- Clarified your **purpose and "why"**, which underpins the feeling or "vibe" that people and clients intuitively sense from you in all that you do as a lawyer.
- Completed a **vision and goal setting** activity.
- Draw up a table connecting life and career **big dreams with small daily actions** so as to actually achieve these in a sustainable way.

THE RAINMAKER



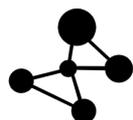
Locating clients and sources of work, building and maintaining healthy referral chains.

Understanding and unlocking hidden sources of work you already have access to and strategic planning for identifying relevant new networks and how to access these.

Outcomes

- **Identified sources of work** and prepared strategies to **unlock referrals from pre existing networks** and to **access new relevant networks**.
- Have a clear understanding of how to maintain **loyalty from your referral chain** and have a cheat sheet of the **basics of personal referral etiquette** and things to do every time you receive a referral to increase the chances of that person referring again.

THE NETWORKING NINJA



How to use networking events to effectively and efficiently expand your network.

How to present your brand and make new connections at an event and then build upon this after the event. Networking as a thoughtful exchange and building your profile and authentic brand.

Outcomes

- Understand how to **network intentionally** and form a connection during an event and learn how to follow up afterwards.
- Refreshed or created your **elevator pitch**.

MARKETING + MEDIA



How to be your own promoter. How to amplify yourself and create opportunities to make new connections. Build your profile step by step and understand obvious and hidden marketing opportunities. **How to ignite change in your area, think creatively and be a ‘thought leader’.** Strategies to unlock your creativity, generate innovative ideas that make you stand out from the pack and get noticed.

Outcomes

- Consider your firm’s **brand** and how to **align your personal brand in professional social media.**
- How to maximise your self-promotion to **make new connections and get noticed.**
- How to **pitch and position yourself** as an expert opinion to the media.
- Techniques for **unlocking innovative and creative ideas** and putting them to work.
- Understand how to ask for and use **client testimonials.**

THE (HONEST + ABUNDANT) MONEymAKER



Money is not a dirty word. Let’s learn about financial hygiene: How to get paid smoothly and significantly reduce bill complaints. The secret to how to (overwhelmingly) always have funds on trust + NO debtors + happier clients = Clean Money. Learn about “Win-win” money and billing in a way that is better, clearer and more open for both you and your clients. Including practical tips for pay as you go and pay at the end matters, time entry and the **magic set phrases at every initial conference which prevents future bill complaints before they happen and also makes billing fairer to clients.**

Outcomes

- Learn the secrets to (almost) always having **funds on trust, no debtors,** and happier clients.
- Understand and be able to implement practical strategies to **prevent disputes** about the final invoice in **pay at the end matters.**
- Learnt how to **analyse your matters financial summary** so as to always have “financial hygiene”.

THE CARETAKER



How to improve your client’s experience (and also regain your sanity!)

Client care and how to achieve both improved client service *and* better boundaries for yourself (yes, the two are not mutually exclusive!). Great customer service equals word of mouth referrals and testimonials.

Outcomes

- Understand the **6 things** to be aware of at pivotal points in a client’s matter.
- Understand strategies to **manage angry clients** when things do go wrong.
- Have some key tips on how to achieve **better outcomes** for your client.
- Understand how to **take control of your diary** and manner of communication with clients so as to win back sanity but also service clients better.

Q + A

4-4.30pm (30 mins)

Ask anything about work, life, the universe and everything.

CPD Points

* If these particular educational activities extend your knowledge and skills in areas that are relevant to your practice needs or professional development, then you should claim one (1) "unit" for each hour of attendance. You may consider that these talks fit within:

- practice management and business skills
- professional skills
- substantive law

About the facilitators



Zoë Durand is the principal mediator (FDRP and Nationally Accredited Mediator) at Mediation Answers and also continues to consult as a lawyer at Super & Super Lawyers. She also recently won the APAC Legal Award for Family Law Mediator of the Year 2019.

She has practised since 2007 primarily in private practice as a family lawyer, but also at Legal Aid as a Court Appointed Independent Children's Lawyer. Prior to changing the direction of her career to focus on family law, Zoë worked at leading national and international commercial law firms including K&L Gates and HWL Ebsworth.

Zoë recently authored the groundbreaking and highly publicised book *Inside Family Law*, recommended as a 'must read' by the Honourable Peter Rose AM QC and winner of Best Family Law Publication 2019 for the APAC Legal Awards. The book was launched at the College of Law and is on the recommended reading list for Family Law at several universities. *Inside Family Law* was the first of its kind not just in family law, but law in general, sharing perspectives from all the different stakeholders in the family law process across Australia.

Zoë's opinions are sought after in the media and she has been featured on The ABC, SMH, The Age, The Australian, A Current Affair, 9News, 10Daily, 9 Honey, Lawyers Weekly, The NSW Law Society Journal (she authored the family law case notes), The College of Law and UNSW news updates and much more. She has extensive experience working with television, radio and print media and has established a large network of media contacts.

Zoë hosts the *Inside Family Law* podcast where she interviews Judges, lawyers, barristers and Court experts and was the on the ground correspondent reporting at the 2019 AFCC (Association of Family and Conciliation Courts) seminar in Sydney. She is a frequent guest speaker and facilitator on family law and mediation (having spoken at law firms, community legal centres, the NSW Law Society and more) and has guest lectured in family law at UNSW. Zoë has written articles on career and work for Mamamia and Lawyers Weekly.



Megan Greig is a pre-eminent marketing and branding professional with over 12 years' experience. The companies Megan works with have clients who are leaders in their industries and have household name such as ZipMoney, SnapChat, Employsure, CBA, Macquarie Bank, Vodafone, UBS, Deutsche, Estee Lauder, LogMeIn, Dimension Data, TOLL, Woolworths, NSW Bar Association and 100s more.

Megan works closely with CEOs and Senior Management to define marketing strategies that support business growth, revenue targets and increase ROI.

Megan is passionate about brand, new marketing technologies, people management and coaching to uplift others in their careers and lives.

She has specialised in re-positioning multi layered organisations to improve their profile in highly competitive markets. She has a wealth of experience helping clients in raising profiles and increasing growth, developing and implementing marketing and communications strategies specialising in digital and social media marketing, re-branding, lead generation, sales strategies and employee value propositions.

Zoë and Megan co-founded Women's Nexus, a networking organisation linking business and professional women who share a passion for career knowledge and life lessons. Women's Nexus guest speakers have included Court Judges, Court experts, entrepreneurs, health professionals and more.

Zoë and Megan have chaired and facilitated discussions on diverse topics such as building personal brands, vision and goal setting, risk taking, networking, LinkedIn, career coaching, work-life balance, professional power dressing, health, wellness, establishing a business and building a client base.

Together Zoë and Megan have combined their interdisciplinary expertise to co-create a course about marketing, media, branding, referral chains and growing sources of work, networking, client care and testimonials, and financial hygiene in a way that is bespoke to lawyers and the realities of legal work.

But don't just take our word for it...

...see what others have said

"Thanks for the workshop you ran for us on marketing and legal practice business strategy. We really think it has added value to our firm and in particular appreciated the practical, useful and strategic advice on how to establish and build our brand and develop and manage our client base. Thanks for adapting your knowledge and experience to our particular areas of practice and our individual needs. We will definitely be recommending you to others!"

- Katherine Evans & Melodie Elliott, Evans & Elliott Lawyers.

"In particular I really enjoyed the informal question and answer part at the end of your talk. When you were talking so openly about your own experiences from the heart. You could feel the atmosphere in the room – everyone was on the edge of their seat."

- Olia Skvor, criminal and family lawyer

"The CLE was fantastic. I'm already implementing some of the recommendations and learnings. I always find good conferences to be restorative and energising - like yoga for legal practice!"

- Sara Woolford, Stacks Law Firm

Booking this workshop

Available as a digital or face to face course.

To book this workshop face to face contact Zoë Durand zoe@mediationanswers.com.au / 0435595400. **Cost for full day workshop taught at your law firm - \$4,900* (*One time offer for bookings prior to 31 January 2020.)**

Purchase access to the digital workshop to be released 31 January 2020 by pre-order for **\$397 prior to 1 January 2020** at www.mediationanswers.com.au