
'Snooze proof' CPD's by Zoë Durand



Zoë Durand (mediator, lawyer and author of the highly publicised *Inside Family Law*), is offering several free 1 hour "snooze proof" CPD's and other in depth presentations as below.

Zoë brings her wealth of experience and also her personable, entertaining and candid style to these highly interactive talks (attendees should be prepared to have questions asked of them at any moment throughout her CPD's! So basically, there will be no opportunity to use these CPD's as an unofficial lunchtime siesta!)

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

What people say about **Zoë's talks**:

"I would like to thank you for coming to speak with my Family Law students yesterday. Your talks were insightful and interesting, and gave students a much needed understanding and perspective about the reality of practising family law."

- Dr Noam Peleg, lecturer at UNSW

"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

"Dear Zoe,

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.

Booking

To book these CPD's or the SOS Lawyer Magic Workshop below contact Zoë Durand at:

www.mediationanswers.com.au or zoe@mediationanswers.com.au / 0435595400



Mediation insights from an insider

* Free, 1 hour presentation delivered at your law firm.

Zoë delivers this talk from her insights as both a mediator and lawyer (family law private practice, Legal Aid Court Appointed Independent Children's Lawyer and former commercial lawyer).

Understanding **key strategies** to ensure your client gets the most out of the mediation process including:

- preparation prior to mediation (step by step practical things both you and your client can do);
- Approaches at mediation and strategic negotiation; and
- Post mediation actions.

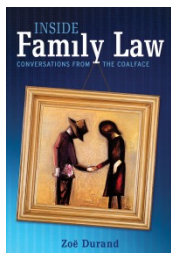
This is a highly interactive discussion, be prepared to be called on during the talk for your input!

"Dear Zoë

Thank you for your email. 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**

in relation to Zoë's CPD on mediation at Toongabie Legal Centre)



The key takeaways from *Inside Family Law*

* Free, 1 hour presentation delivered at your law firm.

As seen in The Australian, ABC, SMH, 9 News, 10Daily, A Current Affair, 9 Honey and more.

In her groundbreaking and highly publicised book *Inside Family Law*, Zoë empowers readers with candid conversations with all the stakeholders in the process including Judges, barristers, lawyers, family therapists and forensic accountants, family report writers and more. The book also includes rare litigants' firsthand and also children's stories. *Inside Family Law* is now on the recommended reading list of several universities throughout Australia.

- This CPD summarises the **key takeaways** from Inside Family Law including insights from interviews with the leading minds in family law.
- This is a very interactive discussion, where input is sought from attendees, so as a group we all come away with more insight into **how we can work better with all the various stakeholders** in the family law process.
- Attendees are also free to ask questions about the idea, process **and "behind the scenes"** of how *Inside Family Law* was created.

Interviewees include Judge Joe Harman, The Hon. Peter Rose AM QC, Stephen Scarlett and Robyn Sexton (both former Federal Circuit Court Judges), Dr Antony Milch, Alison

O'Neill, Linda Campbell, Brian Pickup, David Bird, Trevor Tockar, Greg Kenny, Mark Lipson, Stephen Page, Cristina Huesch, David Barry, and Maurice Edwards.

"There is no other book like this. This book is 'prime real estate' because of its range of practical knowledge from leading experts... in my opinion a copy of this book is a must for all institutions teaching family law, for family lawyers or those going through the process firsthand."

- The Honourable Peter Rose AM QC

"Zoë Durand has provided such an important resource for those going through the process looking for more perspective. I've been recommending Inside Family Law to all my friends."

- Leading journalist Isabel Lo (founder of Media Diversity Australia and former producer for ABC and CNN International).

Listen in to the Inside Family Law podcast at www.zoedurand.podbean.com



The Motherload: lawyer life post baby

* Free, 1 hour presentation delivered at your law firm.

Being a mother should be a time that is celebrated in a women's career, but instead often for lawyers it is a time of fear about how they will make it all work. This talk is about how to redesign and rethink your career post baby.

- Especially for the **lawyer mums doing the juggle**, or those who may one day face this and are curious about it, The Motherload is a **raw, candid informal chat** and survival guide information sharing session about making lawyering and mothering work.
- This is an interactive discussion about career post baby, including the challenges, but also the opportunities and how to **redesign a legal career after becoming a mum**.
- Zoe discusses the terrible/wonderful/exciting journey from when she was first struck with the idea for *Inside Family Law* at 8 months pregnant and how she wrote the entire book from when her daughter was 4 months to when she was just over 1 year.
- How to harness the creativity and new perspectives that flow from such a major life change as becoming a mother and channel this into creating something unique and special in your career.

Also keep an eye out for her upcoming webinar Q & A session on Inside Family Law.... coming soon.

* 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, refreshment breaks not included. You may consider that these talks fit within:

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

SOS LAWYER MAGIC



A NEW KIND OF WORKSHOP ON THE BUSINESS BEHIND LAWYERING ('LAW HUSTLE').

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. How to stand out from the pack.

In this unique, one day immersive workshop designed especially for lawyers Zoë Durand (mediator, lawyer and author of the highly publicised *Inside Family Law*) empowers 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.

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

SOS Lawyer Magic is big picture and the inspirational, as well as having nitty gritty step-by-step practical guides. It ensures you devote one day of power this year to all those BD and other tasks that otherwise simply slide down (and ultimately off) your "to do" list. **By the end of the day you will have real life workable action plans that will help you soar.**

Outcomes

By the end of SOS Lawyer Magic you will, amongst many other things, have:

- **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.
- Understand how to **network intentionally** and form a connection during an event and learn how to follow up afterwards.
- Learnt the secrets to (almost) always having **funds on trust, no debtors**, and happier clients.
- Know the **magic set phrases** to say in initial conferences with clients that **prevent future bill complaints** before they happen. These phrases also ensure clients are more fully informed about billing and thus it is also of benefit to them.

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- 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”.
 - 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.
 - 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.
 - Understand how to use **client testimonials**.
 - Have some key tips on how to achieve **better outcomes** for your client.
 - Prepared a list of what you see as making a **lawyer “successful”**.
 - Have completed a **vision and goal setting** activity.
 - 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.
 - Understood your strengths and weaknesses.
 - Considered your firm’s **brand** and how to **evaluate images used in professional social media** across this brand.
 - Understand how to **build up contacts in the media**.
 - Drafted an **action plan for marketing and media** exposure (traditional and social media) including the content you wish to produce and how you will make contacts in the media to deliver these messages.
 - Understand the **rule of amplification** in media and marketing.
 - Understand and have set up techniques for **unlocking innovative and creative ideas**.
 - Understand how to create a **plan to execute major projects**.
 - Draw up a table connecting life and career **“big dreams” with small daily actions** so as to actually achieve these in a sustainable way.
 - Learn how to **schedule in time for business development**, but still have a life.

Outline of workshop

Cost for full day workshop taught at your law firm - \$2,900

10am to 4.30pm (with breaks)

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

A LAWYERS' MANY HATS



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

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.

THE NETWORKING NINJA



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

How to actually to meet new people and create a connection at an event and then build upon this after the event. Networking as a thoughtful exchange.

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.

THE CARETAKER



How to improve client's experiences (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!)

THE ROCKSTAR



Your definition of what is a 'successful' lawyer and how to achieve this, vision and goal setting, branding and public relations.

Learning about dreaming big, reigniting your passion and purpose for what you do, authentic branding, how to draw up goals and an action plan for these.

THE MARKETING + MEDIA LIASON OFFICER



How to be your own MLO. How to work with the media and amplify all opportunities.

How to build a media profile for your firm step by step and understanding obvious and hidden marketing opportunities.

THE VISIONARY



How to ignite change in your area, think creatively and be a 'thought leader'

Strategies to unlock your creativity, generate innovative ideas and take a project from inception to end.

THE WHOLE PERSON



How to do all these things in a way that works for you as a person and lawyer.

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 the new concept for work/life "balance".

Q + A

4-4.30pm (30 mins)

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

About Zoë Durand



Zoë Durand is the principal mediator (FDRP and Nationally Accredited Mediator) at Mediation Answers and also continues to consult as a lawyer at Evans & Elliott Lawyers (she also consults on business development and business strategy).

She is an experienced lawyer and mediator, having practised since 2007 primarily in private practice as a family lawyer, but also at Legal Aid as an 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. The book was launched at the College of Law and is on the recommended reading list for Family Law at several universities. The book was the first of its kind throughout not just family law, but law in general, sharing perspectives from all the different stakeholders in the family law process from across Australia.

Zoë has been featured on The ABC, The Age, SMH, The Australian, A Current Affair, 9News, 10Daily, 9Honey, Lawyers Weekly (both opinion pieces and in relation to law reform issues), The NSW Law Society Journal (authored the family law case notes), Harpers Bazaar, Her World (Malaysia), Style (Malaysia), InTrend Magazine (Malaysia), 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 currently hosts the *Inside Family Law* podcast where she interviews lawyers, barristers, Court experts and Judges and will be the on the ground correspondent reporting on the upcoming 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.

More broadly Zoë has written articles on career and work for Mamamia and Lawyers Weekly. Zoë is also the co-founder of 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 include Court Judges, Court experts, entrepreneurs, health professionals and more.

Through Women's Nexus, Zoë has chaired and facilitated discussions on diverse topics such as building your personal brand, vision and goal setting, risk taking, networking, using LinkedIn, crafting a high quality CV, work-life balance, professional power dressing, health, wellness, establishing a business and building a client base.