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Three-day residential training course
9-11 September 2008, Oxford

Claim your £250/€338 discount by
booking before 1 August 2008

*Attendance at this course is accredited with 17 CPD hours

Managing Partner magazine presents

Management skills for new partners summer school 2008



Providing you with the knowledge and experience to become a great partner: A 3-day residential course offering a comprehensive overview and training in the key management skills required to make the most of your new role as partner, presented by top partners, support function leaders, and experts in the field

The faculty features top experts from leading firms:

Berwin Leighton Paisner LLP

DLA Piper UK LLP

Simmons and Simmons

Weightmans LLP

Eversheds LLP

Hill Dickinson LLP

Lewis Silkin LLP

Bond Pearce LLP

Hammonds LLP

Reed Smith LLP

Practical applied training:

- » Learn from a distinguished faculty of respected experts and leaders
- » Improve your management skills and commercial awareness
- » Assess which strategies are best used to win, retain, and delight clients
- » Develop your financial knowledge and understanding
- » Improving your coaching and motivation skills
- » Enhance your client relationships and communication skills
- » Network with your peers to develop working relationships outside your firm that will enhance your overall professional development

Who should attend?

This course is designed for new partners within law firms or those in a new management role

Researched by:



ManagingPARTNER

4 easy ways to register

tel: 020 8785 2700
fax: 020 8785 9373
email: events@ark-group.com
web: www.ark-group.com

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Three-day residential training course
9-11 September 2008, Oxford

Management skills for new partners summer school 2008

Providing you with the knowledge and experience to become a great partner:
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WHY THIS EVENT?

Promoting or recruiting someone into a partnership role is one of the most critical decisions that a law firm takes and, in the increasingly competitive global market, it is crucial that partners are able to contribute to the management of the business, making sound decisions that will drive the sustainability and growth of the firm. However, as the experience of each individual and the resources available in each firm will vary, the training and the support that a new partner needs are not always provided when

they take on their new position. All firms that expect to manage their businesses effectively must, however, recognise, that this skill development is vital to ensure that new partners contribute to the firm's success effectively.

New partners must not only get up to speed with the best strategies to win and retain new clients, but also learn to respond to market conditions, effectively manage the financials of the firm, keep a close eye on profit optimisation as a matter of daily practice and interaction

with clients, and communicate effectively to their team and to the organisation as a whole.

Managing Partner magazine is pleased to present the first training course dedicated to providing these vital skills. Aimed at new partners within law firms, this intensive residential course is intended to provide participants with essential knowledge and confidence to make the most of their new role and responsibilities.

Why attend?

By attending this course, delegates will acquire an understanding of the challenges facing managers in today's dynamic business environment, including: managing professional teams, business development, marketing, financial understanding, and change.

Gain key skills in:

- team management
- coaching and leadership development
- finance
- marketing and business development
- general management

About the course

The course will be held in the picturesque setting of an Oxford college. The residential format allows for more intensive learning, away from the interruptions of the office. The faculty of speakers has been chosen from the most respected individuals and firms who lead the training and development of individuals in law firms, from both internal and external perspectives.

The programme includes both lecture-style and interactive sessions, so that you are able to not only learn best practice, but also take action to put your learning into practice immediately. Informal networking opportunities during breaks and in the evenings will also give participants the opportunity to get to know their peers in other organisations and leverage the experiences of their cohorts. There will also be a unique chance for delegates to talk on a one-to-one basis to professional coaches from **Peer Professional Development** to further develop their individual skills and confidence.

What's included?

Included in the course registration fee are:

- All tuition and course materials
- Accommodation for three nights at the Oxford college venue
- Breakfast, lunch, dinner and refreshments during the day
- Welcome dinner the evening before the course starts
- Organised evening activities, such as quizzes and a barbecue

Continuing Professional Development

This course is accredited for **17 hours** by the Law Society (CPD reference ANS/ARCO). On successful completion of the course you will receive a certificate stating the number of hours and type of training you have completed.

For a list of our latest events visit www.ark-group.com

DAY 1 – Tuesday, 9 September 2008

08:30 Arrival, check in and refreshments

09:20 Chairman's opening remarks

Tony Askham, Partner in charge of HR and Training, Bond Pearce LLP

LEADERSHIP COMPETENCIES SECTION

Developing general management and people management skills - An introduction to the three key development areas for leaders: individual, team, and organisational skills

09:30 Individual skills - defining and developing your firm's future 'ideal' leader'

- » Creating a strategy to identify and develop your team's leadership talent pipeline: motivation through "stretch" projects
- » Developing the skills used to manage yourself and the team

Dr Nigel Spencer, Head of Learning and Development, Simmons and Simmons LLP

10:30 Team-focused skills

- » Harnessing your energy to achieve both personal and team goals
- » Knowing when to use empowering processes to drive decision making and positive actions
- » Understanding the need for emotional intelligence and when it is most effective
- » Influencing others by evoking their trust and by placing trust in others to enable their success

Patrick McCann, Head of Training and Development, Berwin Leighton Paisner LLP

11:15 Morning coffee Break and check in

11:45 Organisation-focused skills

- » Rigorously and systematically connecting processes, systems and events effectively
- » Building your confidence to conceive and act upon innovative strategies and ideas for your organisation

Patrick Gaul, Managing Partner, Weightmans LLP

12:30 Networking lunch break

PRACTICAL SKILLS SECTION

13:30 Financial awareness and understanding

- » Reading, analysing, and using law firm financial statements
- » Strategising according to the profit model for your firm
- » Delving into how more profitable work drives a more successful business
- » Delving into how lock-up & working capital management contribute to cash flow
- » Taking ownership of the firm's long-term financial health
- » Building your commercial sensibility

- » Reviewing the current regulatory framework that guides financial management in law firms (UITF 40, Solicitor's Accounts Rules (SAR), Legal Services Act, etc.)

Colin Wardale, Director of Finance, Hill Dickinson LLP, Edward Gordon-Hall, Finance Director, Lewis Silkin LLP

14:50 Afternoon tea break

15:20 Practical task

This practical case-based exercise will review the basics of financial management that you would have learnt in the last session, and help you to apply the concepts to business planning, including consideration of matter management and the drivers of profitability.

Colin Wardale, Director of Finance, Hill Dickinson LLP

16:00 Interactive activity

17:00 Chairman's closing remarks

Tony Askham, Partner in charge of HR and Training, Bond Pearce LLP

Dinner and organised evening activity

DAYS 2 and 3 - ABOUT COACHING AND ROLE PLAYING SESSIONS

COACHING

A chance for new partners to speak in a confidential manner to leadership experts to help build any leadership competencies that you feel that you need to develop. The content of these sessions will depend on the outcome of the pre-course individual behavioural assessment taken by all delegates and any other information that you would like to bring with you based on previous assessments.

Provided by: **Peer Professional Development**

ROLE PLAYING

As an alternate activity for those participants not being coached at the time, role plays will offer the ideal chance to put your management skills into practice. You will be provided with a range of scenarios to overcome and decide how you would react as a senior member of your team in order to identify your strengths and weaknesses when taking on a role of authority.

DAY 2 – Wednesday, 10 September 2008

09:00 Registration

09:20 Chairman's welcome back

Stephen Madge, Head of Learning & Professional Development, Hammonds LLP

LEADERSHIP COMPETENCIES SECTION

Developing a team relationship and getting the most out of your team through better management

09:30 Emotional intelligence and team composition

- » Exploring the components of emotional intelligence and interpersonal effectiveness that help you build the long-term networks you need
- » Understanding the importance of building a strong team and identifying the strengths and weaknesses within that team
- » Assessing and recruiting people that fit with the team technically as well as in terms of other professional strengths and personality traits

Mike Hazell, HR Manager, Bond Pearce LLP

10:15 Coaching & mentoring

- » Mastering a comfortable coaching style and using it strategically to improve performance
- » Feeling confident to undertake appraisal procedures for all of your team professionally and fairly

Barbara Capstick, Peer Professional Development

11:00 Morning coffee break

11:25 Influencing and motivation

- » Learning the best ways to inspire and drive a team to go above and beyond standard expectations
- » Motivating your team to develop the skills that will enable them to continue to be effective and grow in future
- » Assessing results on a regular basis to enable the organisation and team to accomplish even higher levels of achievement

Stephen Madge, Head of Learning and Professional Development, Hammonds LLP

12:15 Networking lunch break

COACHING

As a part of lunch - 13:15 – 13:45

PRACTICAL SKILLS SECTION

Client relationship management

13:45 Section 1: Client relationship management strategies

- » Communicating the rise in relationship management strategies and how they affect your firm's competitive success
- » Understanding the client's culture, building relationships and helping them achieve buy-in from their management team
- » Identifying the needs of your clients
- » Recognising the principles of key client management
- » Developing appropriate client management systems
- » Implementing positive change in client practices
- » Creating a framework for integrated relationship management

Andrea Kennedy, Peer Professional Development

14:30 Afternoon tea break

15:00 Practical task: Client communication and advocacy skills

This will be a practical role-playing exercise designed to help you master the following:

- » Developing your advanced client communication skills
- » Analysing and linking together the complex factual material from client information and the overall legal framework
- » Coaching your client teams in client communication skills, advocacy, and etiquette
- » Communicating the importance of maintaining high standard of client care and professional standards

Meirion Jones, Director of Clients and Markets, Reed Smith LLP

COACHING / ROLE PLAYING

16:00 – 16:30 and 16:35 – 17:05 (two shifts)

17:10 Chairman's closing remarks

Stephen Madge, Head of Learning & Professional Development, Hammonds LLP

Dinner and organised evening activity

DAY 3 – Thursday, 11 September 2008

09:00 Registration

09:20 Chairman's welcome back

Paul Smith, Partner and Board Member, Eversheds LLP

LEADERSHIP COMPETENCIES SECTION

Improving client care and your firm's success in winning business through leadership

09:30 Learning to orient your decisions to broader organisational success

- » Achieving organisational goals through effective management skills
- » Driving the vision to create passionate commitment and unwillingness to fail
- » Developing an organisation that is consistent with the vision and culture of its members and can adapt to the changing climates
- » Building a culture of innovation that systematically anticipates future demands and seizes future opportunities

Elizabeth Mullins and Weedie Sisson, Peer Professional Development

10:15 An introduction to knowledge management

- » Understanding the broad principles of knowledge management and the business benefit it brings
- » Considering your organisation's structure and culture and identifying the issues which might impact on a successful implementation
- » Working out how to get started or embark on the next stage of your knowledge development strategy
- » Weighing up the tools, techniques and technology that might be relevant to your organisation

Juliet Humphries, Founder, Pierian Spring Consulting

11:00 Morning coffee break

PRACTICAL SKILLS SECTION

11:15 Business development within existing clients and new clients

- » Networking skills – the skills, attributes and characteristics of people that are great at networking
- » Building rapport through small talk and why it's utterly essential you're good at it
- » Being focused and ensuring you're networking with the right people
- » 'Beyond the business card' – following up after an event/meeting

Nick Davies, Really Great Training Company

12:00 Winning new clients

- » Why people buy law firm services
- » Asking the right questions at the meeting
- » The essential elements of influence and persuasion
- » Asking for the business

Nick Davies, Really Great Training Company

12:45 Networking lunch break

COACHING

As a part of lunch - 13:45 – 14:15

14:15 Improving client retention and development within your firm

- » Identifying the qualities that will make up a good CRM team, driven by effective management
- » Building and deepening the client relationship
- » Securing clients' loyalty
- » Examining and managing the rise of value-added services
- » Monitoring client satisfaction and measuring client services

Mark O'Connor, Partner, DLA Piper UK LLP

15:00 Question and answer session

Hear from and ask questions of a new partner who has been in the role for a couple of years. Discover the things that they found challenging and the ways they overcame those issues. Get a preview of what to expect in your first two years as a partner so that you can foresee and address milestones more effectively.

15:30 Afternoon tea break

COACHING / ROLE PLAYING

15:45 – 16:15 and 16:20 – 16:50 (two shifts)

16:55 Conference round up and closing remarks

This session will give you the opportunity to ask questions about the topics discussed over the course of your three days at the programme, to gather feedback from your peers, and address any remaining queries you have and key things that you have learnt while at the programme that you plan to take back to the office and utilise immediately.

Facilitated by: Paul Smith, Partner and Board Member, Eversheds LLP

17:15 Close of Conference

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Booking ref: **1338**

DELEGATE DETAILS

Title {Mr, Ms, Mrs} First Name

Family Name

Job Title

Department

Company Name

Address

Postcode

Town Country

Tel No Fax No

E-mail

Signature

I have read and understand the cancellation policy and agree with the terms and conditions

PLEASE PHOTOCOPY THIS FORM TO REGISTER FURTHER DELEGATES

DELEGATE FEES

3-day summer school £1,995+VAT/ €2,693 +VAT

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Expiry date:

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Please find enclosed a cheque for the amount of GBP
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BOOKING CONDITIONS

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether UK or overseas will be charged UK VAT
- The prices quoted in Euros are the correct conversion rate at the time of print
- *This offer cannot be used in conjunction with any other Ark Group promotion or offer.
- Ark Group reserves the right to reject any booking at any time prior to the event, without explanation.

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PLEASE NOTE

Ark Group cannot be responsible for assisting potential delegates in obtaining visas to the country in which this event is being held. Delegates are responsible for their own travel, and visa requirements.

WAYS TO REGISTER

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TO SAVE MONEY ON THIS CONFERENCE

- Claim your £250/€338 discount by booking before 1 August 2008.
- Group bookings are eligible for a discount. Please contact us for details.
- Take out a subscription to *Managing Partner* magazine and receive a 10% discount

Contact Paul Connelly on +44(0)20 8785 5910 or e-mail pconnelly@ark-group.com

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CAN'T MAKE THE EVENT?

Event media is available containing speakers' slides and biographies in various formats. Choose from:

- Hard copy documentation (black & white) - £350+VAT/€472+VAT
- CD-ROM (single-user license) - £395+VAT/€533+VAT
- CD-ROM (site license) - £1,185+VAT/€1,595+VAT

Contact Paul Connelly on +44 (0)20 8785 5910 or e-mail pconnelly@ark-group.com

VENUE & ACCOMMODATION

The summer school will be held at a college of the University of Oxford. Price includes full-board accommodation for two nights at the venue in Oxford.

Please let us know if you have specific accessibility requirements. Contact Gemma Lay, Event Manager, at glay@ark-group.com or +44 (0)20 8785 5925.

EXHIBITION & SPONSORSHIP OPPORTUNITIES

For details of the wide range of opportunities available to feature your organisation at this event, please contact Dipa Patel, +44 (0)20 8785 5918, or e-mail dipapatel@ark-group.com

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