

September 2024

From the Desks of Your D.C. Bar Practice Management Advisors



Fresh Starts, Fresh Insights

by Kaitlin E. McGee

September often marks a fresh start. With the return from vacations and the start of a new school year, it's an ideal time to begin a new project, routine, or practice in your business.

If you're looking for inspiration this Fall, join us at our annual [Practice 360° conference](#). We are back in person at D.C. Bar Headquarters again this year, and have teamed up with the Law Practice Management (LPM) Community and CLE to bring you a variety of new sessions with the opportunity to earn up to 4.5 CLE credits.

How to Be a Human: Honoring Your Humanity in a Profession that Strips You of It, presented by Libbey Van Pelt and Frank Salvato, discusses how setting aside your lawyer hat and embracing your authentic self can transform your practice,

making you happier, improving your client relationships, and even enhancing your success. Both accomplished trial lawyers, they will share their theory on the wellness problem in our profession and its solution.

In Business Development Mindset Makeover: How Lawyers Can Leverage Performance Psychology to Overcome Inner Obstacles and Build Lasting Success, Michelle Cotter Richards and Tara Owens Antonipillai will introduce strategies from performance psychology to enhance business development. The workshop will focus on reframing setbacks, using strengths, and developing a mindset that supports long-term success.

[Registration is now open.](#)

Whether you are starting a firm from scratch or growing and managing an existing firm, PMAS has resources to help you create and meet your business goals. For courses and resources we offer free to DC Bar members, visit our [website](#).

AI for Law Firms

If you haven't heard about vLex Fastcase's AI Tool Vincent, you can check out [this recording](#) of Ed Walters' demonstration of its key features.

Here is guidance on [Attorneys' Use of Generative Artificial Intelligence in Client Matters](#), Legal Ethics Opinion 388.

If you are using AI in your firm, let know how at PMAS@dcbar.org.

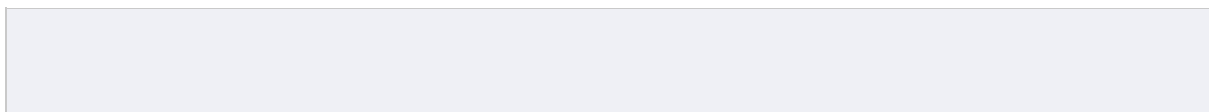
A banner for LSP Data Solutions. The left side features a blue background with a green square outline containing the text "Trusted Experts. Tailored Solutions." in white and green. To the right is the LSP logo in white with "DATA SOLUTIONS" in green below it. The right side of the banner has a white background with the text "Forensics and eDiscovery services that fit your needs." in blue, and a green button with "LEARN MORE" in white.

Trusted Experts.
Tailored Solutions.

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DATA SOLUTIONS

Forensics and
eDiscovery services
that fit your needs.

LEARN MORE



Basic Training & Beyond

Here is how to start, grow and manage a law firm in a large, urban market.

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Our monthly [Basic Training & Beyond](#) is set for **September 17 & 24, 2024 / 9:15 a.m. – 4:30 p.m.** We will meet in person in the Williamson Conference Room on the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

This program has been presented more than three hundred times for more than 4,000 lawyers over the last fifteen years, and many have launched and are now operating small firms. We stay connected with many small firms, and what we learn informs the content for this program.

Lunch and Learn

PMAS will also be collaborating with the [Law Practice Management Community](#) to bring you the following Lunch and Learn programs:

- **September 26, 2024** – Recruiting and Hiring 101: How to Get Started When You Need to Hire Help
- **October 24, 2024** – How to Manage the Mental Load

An LPM  PMAS Production

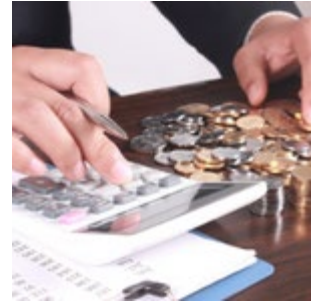
Register for any or all [here](#).

Managing Money

Managing Money

Our next in-person session of Managing Money is set for **September 26, 2024, 9:00 a.m. – 12:30 p.m.**

We also present Managing Money on request for a law firm or organization.



[Register for an upcoming session or schedule a session for your firm here.](#)

Successful Small Firm Course

Are you interested in a business incubator approach to growing your law firm?

Consider working with us on an individual basis. We now offer the Successful Small Firm Practice Course in a series of one-on-one sessions on Zoom.

The Course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback, and guidance. Lawyers focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving their business goals. If you are interested in this approach to creating and growing a law firm, contact PMAS@dcbar.org.

Resources

Our [Video Resource Library](#) offers free webinars on a variety of practice management topics. New programs are added regularly. Our full archive of recordings and materials is [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbar.org

Missed any of these recent sessions? You can [access the recordings and materials anytime](#).

Here's a glimpse of some recent sessions:

- **Five Ways to Use Email Effectively as a Marketing Tool** with Marketing Nice Guys
- **Pathagoras** with Roy Lasris
- **Set It and Forget It: LinkedIn for Busy Rainmakers** with Angela Dunz
- **AI in Action: Practical Strategies for Everyday Law Firm Success** with Kaitlin McGee

More News from PMAS

We hosted a [LinkedIn Lab for Lawyers](#) in August.

Kaitlin won the [vLex Award](#).

We are contributing to the Bar's blog at [Duly Noted](#).

If you are interested in a practice management assessment, [click here](#).

– Kaitlin & Dan

In other news . . .

For the recent results of the groundbreaking study on attorney mental health and well-being, [click here](#).

LAP published its [Summer Dispatch](#).

For more information on PMAS programs, [click here](#).

CLE, Communities Events & Pro Bono:

Continuing Legal Education programs are [here](#).

Communities Events are [here](#).

Pro Bono Center training programs are scheduled [here](#).

As we return to D.C. Bar headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

Our Practice Management Advisors are:

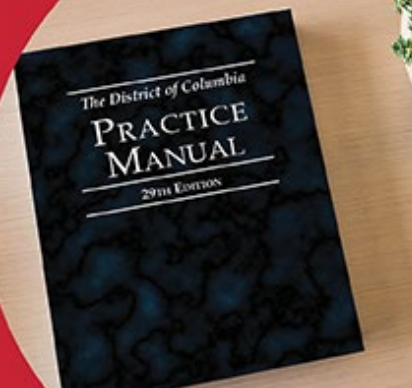
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Practice Management Advisors have a free and confidential relationship with D.C. Bar members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.

District of Columbia Practice Manual

Every D.C. Lawyer's Must-Have Resource



This two-volume title, typically priced at \$495, is being offered to subscribers of this newsletter at a discounted rate of \$450. To obtain the discount code, please reach out to communitiesregistration@dcbar.org.



Serving our members so they can serve the community

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[Practice 360°](#) | [Courses and Trainings](#) | [Mentoring Resource](#)