



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

Calendar

Networking

Join us for Networking on Zoom following each Lunch and Learn session.

(See schedule on the right.)

COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

Lunch and Learn

Due to the pandemic, key Bar services, including PMAS programs, are currently only available online via videoconference.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbars.org

June 4, 2020
Managing Your Firm Through Metrics (Online Only), presented by Joe Scrofano of [Scrofano Law PC](#).

Numbers tell you the reality of your business. We pay attention to the things we measure. Law firm owners should keep track of key metrics to help manage and grow their business. Find out how using a “dashboard” can help you, among other things, track leads, prospective clients, and measure growth. We will go over key formulas for measuring marketing, sales, production, and financial controls and how doing so can lead to better decision making and revenue growth for your small firm.

Register

June 11, 2020
Law Office Space and the New Normal (Online Only). presented by Grace Maupin of [Carr Workplaces](#).

<p>Quick Start Guide to Launching a Firm During the Pandemic (D.C. Bar, Practice Management Advisory Service)</p> <p>New Law Firm Quick Start Technology Guide (D.C. Bar, Practice Management Advisory Service)</p> <p>Working Remotely During the Pandemic: A Guide to Bar Member Benefits (D.C. Bar, Practice Management Advisory Service)</p> <p>Legal Ethics in the Age of Coronavirus (D.C. Bar, Legal Ethics Program)</p> <p>Link to other D.C. Bar Covid-19 Resources</p>
<p>PMAS Events</p>
<p>June 4 – Lunch and Learn, <i>Managing Your Firm Through Metrics</i></p> <p>June 10 – Day 1 of Basic Training & Beyond</p> <p>June 11 – Lunch and Learn, <i>Law Office Space and the New Normal</i></p> <p>June 16 – Lunch and Learn, <i>A Clean Return to Work</i></p> <p>June 17 – Day 2 of Basic Training & Beyond</p> <p>June 18 – Lunch and Learn, <i>You Can't Put the Genie Back in the Bottle: Managing a Law Firm in the New Normal</i></p> <p>June 25 – Lunch and Learn, <i>How to Reduce Stress and Still Meet Your (Revenue) Goals</i></p>
<p>Ethics</p>

This unique program will provide business solutions to teleworking and detail how lawyers use on-demand services to continue operations during the coronavirus pandemic.

Attendees of this program will discover new ways to navigate the challenges of the Safer-at-Home orders and engage in discussion about how to service clients and scale their firms while working from home.

Program highlights will include: The New Normal (adapting); Information about Carr Workplaces; Virtual Memberships; New! "Work from Home Plan"; Legal Support; Staying Connected to Carr Workplaces at Home; and Health & Safety in the Workplace.

Register

June 16, 2020

A Clean Return to Work (Online Only), presented by Richard Volin and Phil Harper of [A Wellnest Professional Cleaning](#).

During this program we will discuss some of the legal issues that employers face as they reopen safely. We will focus on cleaning and disinfecting considerations and techniques to help employers implement guidelines by the CDC, OSHA, State Executives, and others.

Register

June 18, 2020

You Can't Put the Genie Back in the Bottle: Managing a Law Firm in the New Normal (Online Only), presented by Seth Price of [Price Benowitz LLP](#).

Join Seth Price as he shares with us how his small firm continues to thrive, lessons learned on how to prepare for disasters, and permanent law firm management changes he's made to adapt to the "new normal."

Register

New ethics guidance on **Duties When a Lawyer is Impaired**. [Legal Ethics Opinion 377](#)

Mandatory Arbitration Provisions in Fee Agreements. [Legal Ethics Opinion 376](#)

What are the ethical implications of crowdfunding a legal representation? Read [Legal Ethics Opinion 375](#) for guidance.

What are your obligations to a prospective client? Read [Legal Ethics Opinion 374](#) to find out.

Have you read the Legal Ethics Opinions on *social media and lawyers?*
[Legal Ethics Opinion 370](#)
[Legal Ethics Opinion 371](#)

Other Events

[Continuing Legal Education programs](#)

[Communities Events](#)

[Pro Bono Center training programs](#)

June 25, 2020

How to Reduce Stress and Still Meet Your (Revenue) Goals (Online Only), presented by Geoff Gilbert of [Coach for Executives](#).

While some stress is good and can be productive, too much stress can hurt you and your practice. Learn short-term tactics and longer-term strategies to manage stress so the you can achieve your revenue goals and the objectives you've set for yourself and your practice.

Register

The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recaps and materials from recent programs are [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbar.org

And if you missed ***Affordable Tools, Tech, and Talent to Run a Small Law Firm Remotely*** with Maddy Martin; ***Overcoming the Crisis: How to Retool your Marketing to Stay Connected and Relevant*** with Mary Ellen Hickman; ***Running on Empty: Burnout in the Legal Profession*** with Niki Irish; ***Clearing Clutter, Tuning in to Time, Space & Mind*** with Niki Irish & Tracy Huang; or Mary Ellen Hickman on ***Help, I Have No Time for Marketing***, here are the [recordings and materials](#).

Basic Training & Beyond

Our monthly [Basic Training & Beyond](#), is set for June 10 and 17 at 9:15 a.m. – 4:30 p.m. We will meet by Zoom videoconference.

Register at BasicTraining@dcbar.org

This program has been presented 251 times for more than 3,500 lawyers over the last twelve years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

From the Desks of Dan and Rochelle



Lawyers often get into the habit of solely working within their firm and intensely moving from file to file. We become good at juggling several client matters at a time. And we often don't come up for air and work *on our firm* in a conscious way. The best way to get the perspective of working *on the firm* is to create a business plan. I don't think it matters at what stage your firm is at in its growth cycle. It's always a good time to create, review and revise your firm's business plan. Ideally a business plan should be created before the firm is launched, but it's never too late, even if you have been at it for a decade or more. What happens when you don't have a plan is that decisions get made based upon the balance in the firm's operating account. That is not a good way to run a business.

The business plan is your firm's reason for being, its *raison d'etre*, and by creating a plan, you will develop a more entrepreneurial perspective about your firm. I've worked with many lawyers starting a firm where their primary focus was on the firm's name, the design of their business card, and which type of entity they would create. Others obsess over technology. Those are all issues to address in starting and growing a firm, but the primary focus needs to be on the kinds of problems you will be solving for your clients and how you will bring persons with those kinds of problems into your firm. Creating the business plan brings you into the essence of your firm and keeps you focused on the essentials. If you would like to see a Word template for a law firm business plan along with a workbook to help you develop the plan, request them at dmills@dcbars.org. I'm also glad to meet with you and review your plan.

--Dan

Do not forget to consider the unthinkable. What will happen to your law firm if you become ill or incapacitated? How will you protect and maintain files and client information if your office is destroyed by fire or flood? This is especially important now that many of us are working remotely. If you are working remotely full time, how will someone be able to locate your files in order to notify your clients and the courts? We all hope these things never occur, but we must be prepared if they do. The time to think of a backup plan is not after the devastation occurs but before it does. So, how do you create such a plan and what are the options available to you for emergency arrangements? To make arrangements with a back-up attorney, the ABA's "[Being Prepared](#)" is a great resource. It provides sample documents and other useful information to assist you with your backup plan. If you need additional assistance with considerations for disaster preparedness, contact us at pmas@dcbar.org.

--Rochelle

Dan & Rochelle

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