

Coaching Advantage[®] Certification Program

Become a Master Coach

Coaching is emerging as an important discipline within the legal profession. Learning or refining business development coaching skills to help lawyers reach their full business development potential is an excellent career advancement strategy. Through our partnership with LawVision, we at LSSO offer our attendees and members the unparalleled opportunity to advance their careers as business development coaches. Our coaching certification program provides training, tools, and credentials for coaching lawyers at all skill levels.

Certification Program Overview

The certification training will include classroom instruction from sales and coaching experts; case studies and examples; interactive discussions about methods for meeting day-to-day challenges and leveraging opportunities; and live coaching session shadowing, followed by a personal debrief. Upon completion of the program, each attendee will receive a Master Coaching Certificate

Curriculum

- Overview of the sales process
- Pre-work with coachee(s)
- First meeting and setting expectations
- Using an effective coaching calendar
- Coaching tools and best practices
- Dealing with difficult schedules, difficult personalities, and inaction
- When to walk away from an internal coaching client
- Graduating your coachee(s)
- Ongoing follow-up

Certification Program Fees

Registration: \$2,500

LSSO Member Discount Available

Early-bird registration:

Chicago –\$2,250 before February 1, 2019

New York –\$2,250 before April 1, 2019

For additional questions or for pricing on an exclusive onsite workshop for your firm, please email Kirsten Lovett, Executive Director, LSSO at klovett@legalsales.org

Workshop Dates and Locations

Bring your best game to the table when coaching your partners. Join us today for our Spring 2019 workshops

March 19-20, 2019

Foley & Lardner
321 North Clark Street, Suite
2800
Chicago, IL

May 7-8, 2019

Goulston & Storrs
885 3rd Avenue
New York, NY

“We put our BD team through this certification training, and it’s the best thing we’ve done to help sharpen their skills as they coach our partners to compete for new business. The tools, templates, process, and thoughtful approach were all excellent.”

AmLaw 100 Firm CMO



Coaching Advantage[®] Certification Program Registration

Select a Workshop:

- March 19-20, 2019**
Foley & Lardner
321 North Clark Street, Suite 2800
Chicago, IL 60654-5313

Registration Rates:

\$2,250 before 2/1/2019 | \$2,500 after 2/1/2019

LSSO Member Rate:

\$2,125 before 2/1/2019 | \$2,375 after 2/1/19

- May 7-8, 2019**
Goulston & Storrs
885 3rd Avenue
New York, NY

Registration Rates:

\$2,250 before 4/1/2019 | \$2,500 after 4/1/2019

LSSO Member Rates:

\$2,125 before 4/1/2019 | \$2,375 after 4/1/19

Please complete and return this form to klovett@legalsales.org.

Name	Click here to enter name
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Contact Kirsten Lovett with any questions at klovett@legalsales.org or (617) 755-6764.