



LawVision

# BUSINESS DEVELOPMENT DIRECTORS BOARDROOM








## OVERVIEW

LawVision's **Business Development Directors Boardroom (BDDB)** is a forum in a confidential setting for law firm Directors of Business Development (and others advancing in such roles) to share best practices, discuss challenges and opportunities, and brainstorm about new and innovative solutions, and address other topics of importance to their roles and the legal profession.

## BUSINESS DEVELOPMENT DIRECTORS BOARDROOM DISCUSSION TOPICS INCLUDE

- Career advancement
- Managing your team, including finding, hiring, training, and retaining good talent
- Navigating and nurturing relationships among team members including sales professionals, leaders of other staff departments, firm leadership, and others
- Legal industry trends affecting BD professionals
- Engaging and influencing lawyers
- Pricing strategies
- Business development coaching best practices
- Metrics and tools for tracking revenue growth and progress
- Process improvement, from initiation of relationships to closing of business
- Managing the technology stack, including emerging technologies such as generative AI
- Development and reporting of KPIs

## BDD BOARDROOM EXCLUSIVE MEMBERSHIP PROVIDES:

-  **Fresh Ideas**  
Cutting-edge best practices from those on the front lines
-  **Frameworks and Tools**  
New ways of thinking and doing to tackle tough problems
-  **Curated Content**  
Information relevant to your work
-  **Expert Industry Analysis**  
Guest speakers and workshops that give you confidence to act
-  **Peer-to-Peer Exchange**  
Supportive peer community



### TYPICAL ATTENDEE ROLES: CMBDO's, Directors and other senior professionals and rising stars in areas such as:

- Business Development
- Client Service
- Practice Group  
and Industry Directors/BD
- Strategic Account/ Key Client Team BD
- Business Development Operations

## 2024 BOARDROOM MEETINGS and MEMBER BENEFITS

- Four meetings per year: (two) in-person 1.5-day meetings and (two) 2-hour virtual meetings
- One-year complimentary membership with Legal Sales & Service Organization ([www.legalsales.org](http://www.legalsales.org)) which includes member registration rate to RainDance Conference
- Boardroom fee includes all meals; transportation and hotel are the responsibility of each attendee

## BOARDROOM FACILITATORS

Industry pioneers who have led Marketing, BD, and Sales teams at law firms and who have been responsible for the professional development of their teams.

Silvia and Steve are thought leaders who often write and present on topics such as BD, Sales, Strategic Accounts, and emerging ideas.



**Silvia L. Coulter**  
Co-Founding Principal  
LawVision  
Boardroom Facilitator

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**Steve Bell**  
Principal  
LawVision  
Boardroom Facilitator

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# THE BUSINESS DEVELOPMENT DIRECTORS BOARDROOM FIRM MEMBERSHIP APPLICATION

## Membership Entitles Your Firm to:

- Attend up to two 2-hour virtual and two 1.5-day in-person meetings per billing cycle
- Receive program materials distributed at meetings and any Boardroom meeting notes
- Yearly membership with Legal Sales & Service Organization ([www.legalsales.org](http://www.legalsales.org)) which includes member registration rate to RainDance Conference

### FIRM INFORMATION:

Firm Name:

Billing Address:

City, State Zip:

### PRIMARY CONTACT: *(this contact will be recognized as the billing contact)*

First Name

Middle Initial

Last Name

Preferred Name

Title:

Telephone:

Email:

Office Address:

City, State Zip:

### ASSISTANT NAME:

Telephone:

Email:

### BILLING INFORMATION

- \$3,250/year (Once this form is submitted, an invoice will be generated and emailed)
- Billing cycle: January 1 – December 31
- This is an annual membership. Refunds (full or partial) are not given for missed meetings, please plan to send a delegate (senior-most on your team), if you are unable to attend a scheduled meeting
- Membership automatically renews on January 1 unless written notice is received

*By signing this membership application, you are stating that you are authorized to sign on behalf of the firm/organization listed above; an invoice will be emailed to you.*

Signature:

Date:

### PLEASE RETURN COMPLETED FORM:

**By MAIL:** LawVision Group  
P.O. Box 1572  
Manchester By the Sea, MA 01944

**By EMAIL:** Christine Hicks,  
Boardroom Administrator  
[chicks@lawvision.com](mailto:chicks@lawvision.com)

**LawVision**   
CREATING COMPETITIVE ADVANTAGE