



# PRACTICE MANAGEMENT

ADVISORY  
SERVICE

## Practice 360° Newsletter

### Calendar

#### Networking

##### Daily (Monday - Friday) at Noon via Zoom

Dan, Rochelle, and lawyers working remotely meet to share and discuss issues we are facing working remotely and managing a law firm during the pandemic.  
Zoom: <https://zoom.us/j/8821686412>

#### 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,

### Lunch and Learn

**Due to the ongoing coronavirus outbreak, 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@dcb.org](mailto:lunchandlearn@dcb.org)

#### April 2, 2020

***What Solo and Small Firm Lawyers Need to Know about Malpractice and Cybersecurity Insurance (Online Only)***, presented by Mark LeFever of [USI Affinity](#).

Selecting malpractice coverage is important for lawyers in a firm of any size. How much coverage is needed? How much should it cost? How does the cost of defense affect the premium and coverage? How can a fee dispute affect coverage? What happens if the lawyer changes providers? What is cyber coverage? This informative program will explore these topics and other issues such as: where malpractice claims originate; malpractice insurance policies; how to determine appropriate coverage; and selecting a carrier, policy, and broker.

**Register**

Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

## PMAS Events

**April 1 – 30:** Virtual Network Group Weekdays at noon

**April 2** – Lunch and Learn, What Solo and Small Firm Lawyers Need to Know about Malpractice and Cybersecurity Insurance

**April 9** – Lunch and Learn, Automations to Run a Highly Productive Small Firm

**April 15** – Day 1 of Basic Training & Beyond

**April 16** – Lunch and Learn, How to Continue to Serve Clients While Social Distancing

**April 22** – Day 2 of Basic Training & Beyond

**April 23** – Lunch and Learn, top Technology Tools to Streamline Your Practice

**April 25** – Saturday session of Basic Training & Beyond

## Ethics

New ethics guidance on **Mandatory Arbitration Provisions in Fee Agreements.** [Legal Ethics Opinion 376](#)

**What are the ethical implications of crowdfunding a legal**

**April 9, 2020**

*Automations to Run a Highly Productive Small Firm (Online Only)*, presented by Maddy Martin of [Smith.ai](#).

Participants will learn how to run a more productive, professional, and profitable law practice through smart integrations and automations. This program will touch on ways to improve everything from lead qualification to intake; new-client engagement; and case management using affordable software and services — all without needing a computer science, marketing, or business degree. Improve the efficiency and efficacy of your communications and operations, so you can spend more time lawyering (for the clients you most want to work with) and less time laboring.

**Register**

**April 16, 2020**

*How to Continue to Serve Your Clients While Social Distancing (Online Only)*, presented by Nakia Gray of [Gray Legal, P.C.](#)

In a matter of days, COVID-19 has completely changed how we operate our day to day lives. For lawyers who have traditionally worked full-time in a physical office, the sudden transition to being fully remote may be challenging. Nakia Gray has been successfully practicing law “virtually” for the last five years. Join us for this program where Nakia will share her favorite software, tools, applications, and marketing techniques. Her tips, which every lawyer can easily implement right now, will help you keep your law firms afloat during this pandemic.

**Register**

**April 23, 2020**

*Top Technology Tools for Remotely Practicing Law (Online Only)*, presented by Niki Black of [MyCase](#).

During this talk you'll learn about new and innovative tools that will help you streamline your law practice. By thoughtfully implementing these emerging technologies,

**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](#)

you'll save time and money, making you a more effective and more responsive lawyer.

**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@dcbbar.org](mailto:lunchandlearn@dcbbar.org)

If you missed *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 April 15 and 22 at 9:15 a.m. – 4:30 p.m. A Saturday version of the two-day program is set for April 25. We will meet by Zoom videoconference.

Register at [BasicTraining@dcbbar.org](mailto:BasicTraining@dcbbar.org)

This program has been presented 246 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



We know from the research of Dr. Larry Richard, a lawyer/psychologist ([LawyerBrain.com](http://LawyerBrain.com)), that lawyers are hardwired to be low in resilience, a bit introverted, over-thinkers, very skeptical and quite independent. These are not the best personality traits to manage the unknowns of the pandemic. Our counselors in the Lawyer Assistance Program are busy but you can still reach out to them for help at 202-347-3131 or e-mail [lap@dcbbar.org](mailto:lap@dcbbar.org). Another terrific resource for these times is [\*Aware, The Science and Practice of Presence\*](#) by Daniel J. Siegel, MD. Give Dr. Siegel's Wheel of Awareness a try. It's just what our personality traits need to become more resilient and connected.

*--Dan*

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Four things you can do to stay productive in spite of Covid-19:

1. **Be creative.** Consider other ways to increase or generate income. How can your business maximize on the current events to benefit the public? Perhaps changing or adding a new practice area. For example, estate planning, bankruptcy, or contract law. Each of these areas of law will increase in need for legal representation as a result of the things occurring today.
2. **Work on marketing.** This is a great time to work on your newsletter content, beef-up or update your website, and boost your social media presence. Host networking events using video conferencing and informational programs for your clients and potential clients. Remember, social distancing doesn't mean you can't connect, it just means you must connect differently.
3. **Cut unnecessary costs.** Speak with your accountant about the impacts of these decisions to choose the best options for you. Generally, the sooner you cut back unnecessary business expenses the better. In order to be a prudent business owner, you should, at least, consider the worst-case scenario. Unnecessary business expenses can eat away at your reserve funds sooner than expected. If your influx of phone calls has dropped significantly, perhaps reducing your minutes with your answering service or suspending the service might be best. If you've laid off employees, be sure to cancel the extra subscriptions you had for them with your case management provider or any other cloud service providers.
4. **Take care of yourself.** Working in isolation can cause fear, anxiety and increase stress. If your children are home, stress levels are magnified. Although these are challenging times for us all, make time to care for yourself. Take a walk or run, follow along with an exercise video, or practice mindfulness with meditation time.

This is uncharted territory for all of us, but we will get through it. [Click here](#) to join us for our daily PMAS networking session at Noon, via Zoom Video conference to discuss changes, challenges, and modifications to law firm management during this Covid-19 Pandemic.

*--Rochelle*

**Dan & Rochelle**

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