

Successful Small Firm Practice

District of Columbia Bar

Productivity, technology & the
essentials

November 8, 2021

Work on your firm, not just in your firm . . .



The Three Cs of Small Firm Success

Competency

Chemistry

Compensation

Solid infrastructure . . .

- The Plan
- The Office Manual
- A system for engaging prospective clients
- A system for problem solving for clients

Working smarter . . .

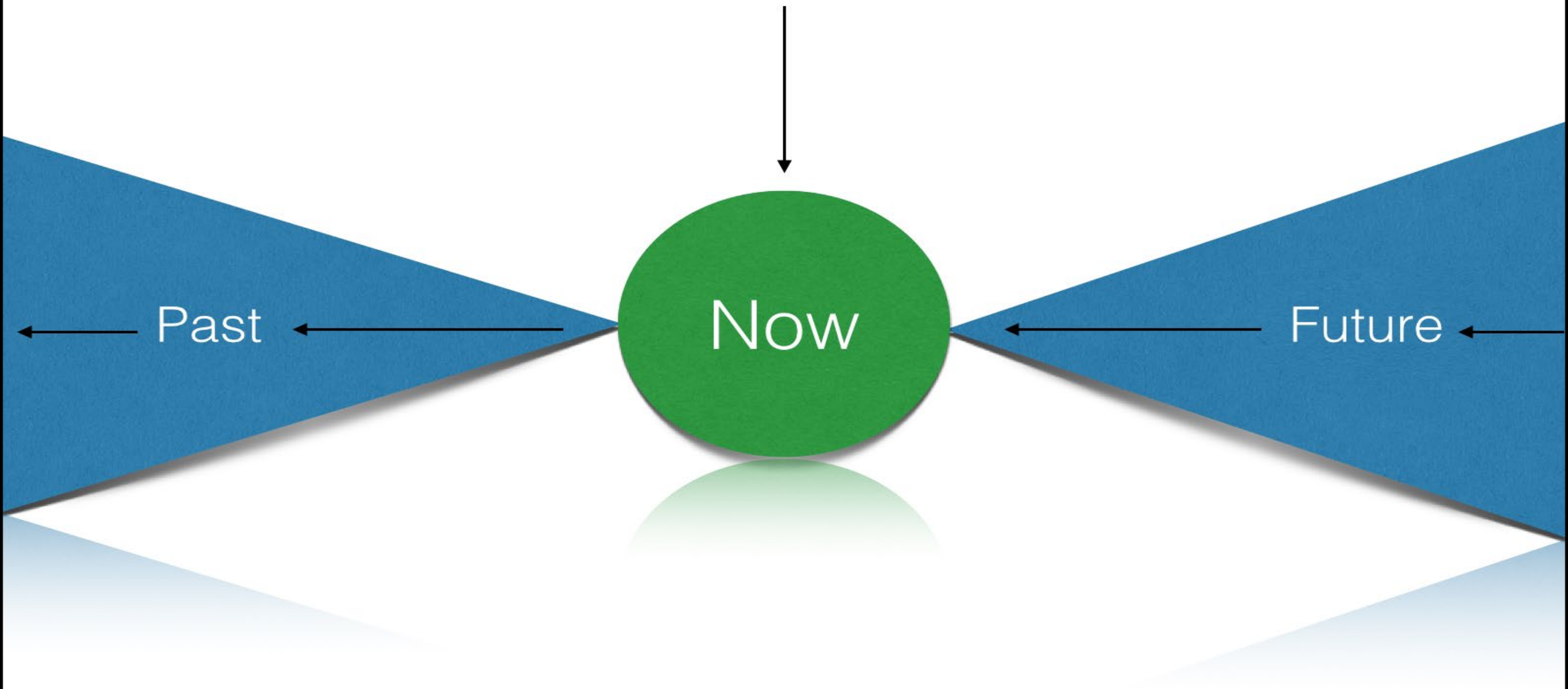
- How do you work efficiently and effectively
- What are the tools you need
- We can always work smarter

Is it really possible to manage time?

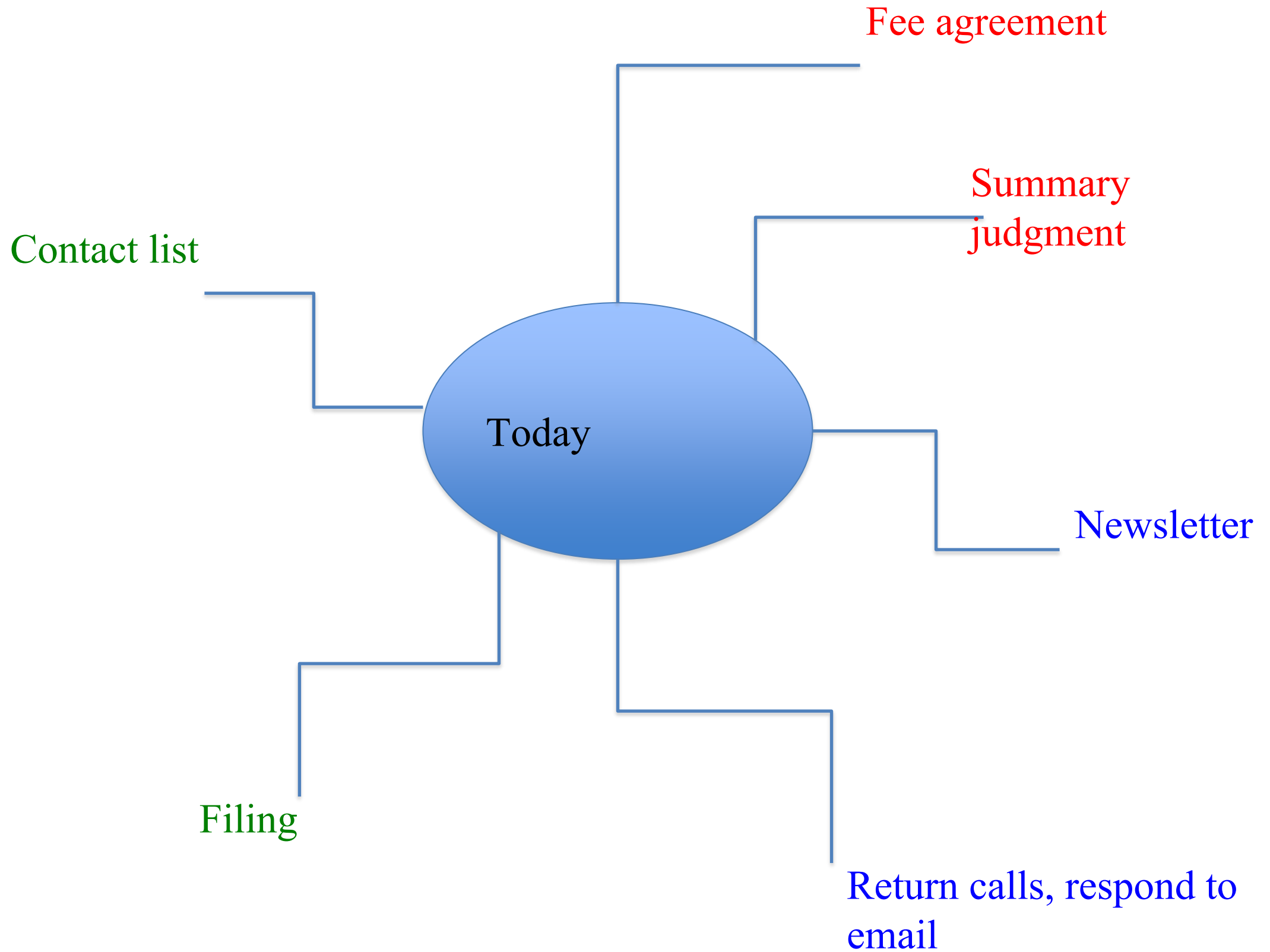
When people & projects compete for your time:

- Works in blocks of time with a single goal
- Employ self-discipline & focus
- Avoid *Chronic Reaction Syndrome*
- Avoid *Distractions of Doom*

The only moment for action or omission



A concept map for the next three hours



To clear your head, to get focused, ask yourself:

Why am I here?

What's going on around me?

What am I going to do about it?

How will my actions affect others?

Manage information

- Information is power; create a system for managing it
- A paperless system can mean productivity and efficiency for the small firm if it is managed well and used by all
- Ideally, be able to access all client and firm data from your device

Working smarter helps avoid:

Undervaluing your work

Procrastinating

Living with disorganization

Giving away time

Discounting fees

Accepting clients who cannot pay

Handling too many non-lawyer tasks

Only working in your enterprise & not on your enterprise

Catastrophizing

How to make a good impression & get clients

LISTEN

L = laser focus on the target

I = investigate the target

S = shun judging

T = take brief notes

E = elevate the target

N = Note non-verbal messaging

1,440

Everything and everyone comes
and goes
and maybe comes again
except time.

Your competition may be
smarter
richer
and better looking,
but they have the same
amount of time
as you.

Every day

Set your most important task

Do creative work first

Do reactive work second

Schedule time
for the most important task

Design your ideal week
in blocks of time
on your calendar

Keep a journal

Self-evaluate

It does not have to be perfect

The paperless system. . .

- One or more computers & a Fujitsu Scansnap
- RocketMatter, MyCase, Clio, NetDocuments or LegalWorkspace
- [Going Paperless-A Practical Guide](#)
- [ScanSnap demo](#)

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ScanSnap iX500

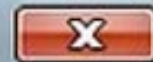


ScanSnap iX100



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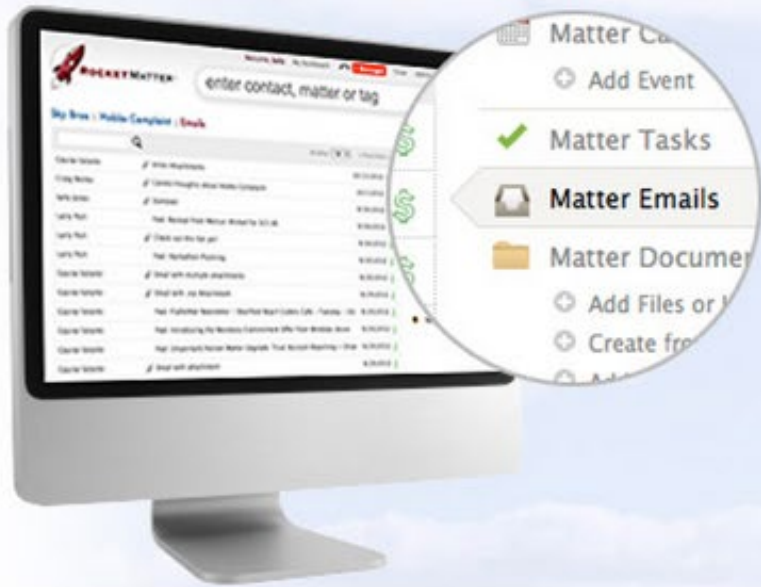
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Scan to Picture
Folder

Detail





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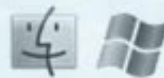
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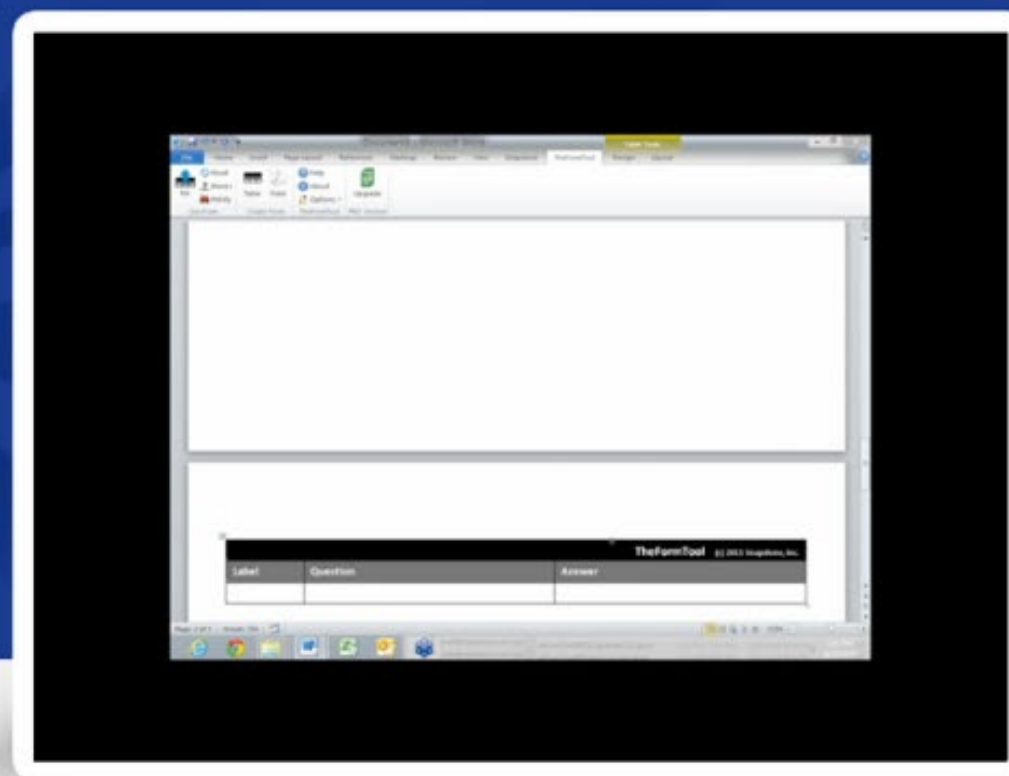
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Reed W. Super, Esq.

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*Pamela S. Wynn MSW, JD
Boynton Beach, FL*

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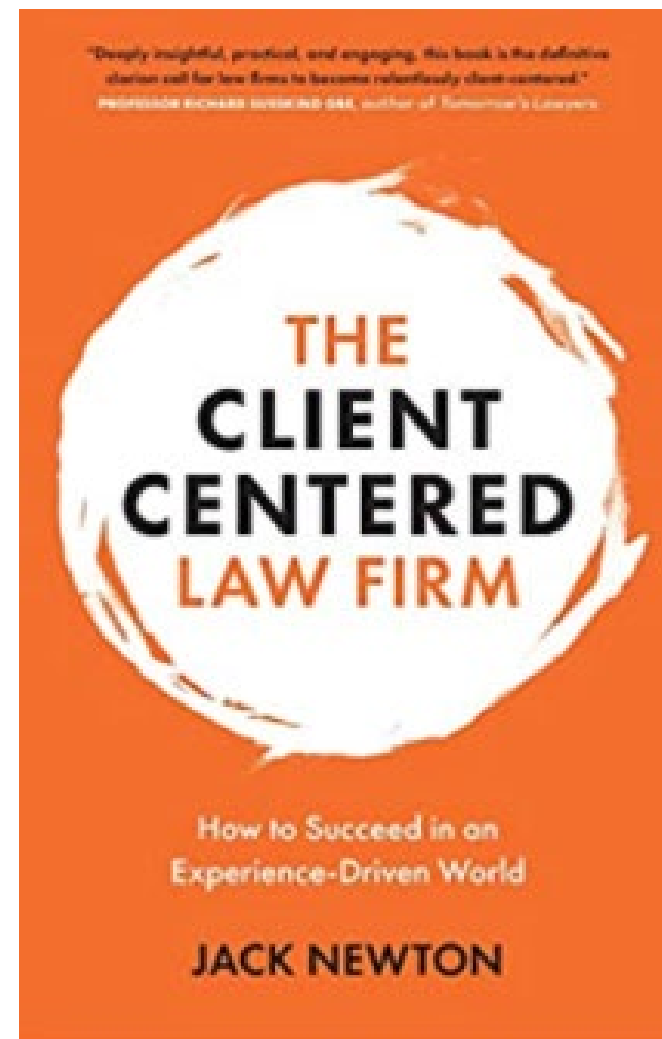
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Emotional intelligence for lawyers

The Power of Emotional Intelligence

Travis Bradberry

Recommended reading . . .



Be bold . . .

- Follow the rules
- But don't be paralyzed by your lawyer brain
- Our analytical, problem-solving skill-set does not always work well for growing our firm
- You are a lawyer-entrepreneur; find your way around “no”
- Know your value to the potential client & communicate it well

Take care of yourself . . .

In a knowledge business,
capital is human.