

# Strategic Business Development for Lawyers

Leverage your unique value proposition



a new way to think | it is possible

**Rotman**

Strategic Business Development for Lawyers provides junior and mid-career lawyers with the sophisticated business training required for success as a Partner at a law firm.

**Location:**  
Rotman School of Management,  
Toronto, Ontario, Canada

**Program Fee:**  
\$3,950 CAD + HST

The program fee includes tuition, all program materials, completion certificate, and all meals.

The fee does not include travel or accommodation.

## Program Overview

Disruption of the legal services market means that your firm needs a new, long-term strategy for business development and staying relevant in a changing landscape. Transform yourself, your department, and your firm with this program, jointly offered by the University of Toronto's Rotman School of Management and the Faculty of Law.

You will learn how to identify the strategic business needs of existing and prospective clients alongside practical approaches you can apply immediately.

You'll benefit from the expertise of legal, business, and business development leaders while working alongside your peers as well as our executives in residence, addressing the same issues facing the industry as a whole.

Through a variety of teaching methods including case studies, simulations, lectures, group work and class discussions, you will develop the skills required to become a key business resource in your organization - able to advance the business while developing your own capacity for advancement.

## Upon completing this program you will be able to:

- develop and communicate your personal brand
- present greater value to existing clients
- identify new clients and sources of referral work
- develop an intrapreneurial mindset
- be more effective in developing RFPs and in meetings with potential clients
- build and leverage strategic networks
- know how to ask for business
- end the discomfort of pitchy, self-promotional, self-aggrandizing communication
- begin genuine, authentic conversations that will have a transformative impact on your bottom line

#### **Extra features:**

- Executives-in-residence: Benefit from the real-world experience of senior legal professionals
- Business development plan templates
- Answers to the most frequently asked business development questions Top ten tips for successful business development
- Recommended resources collection: Get introduced to all of the business development tools available to you, such as TED talks, articles, and books, identify the ones that are uniquely suited to you and learn how to use and leverage them for maximum success

#### **Who should attend:**

This program is designed for junior and mid-career legal professionals who would like to

- become more adept at spotting and seizing organic networking opportunities
- better identify business development opportunities
- clearly articulate the value they offer to clients
- draft personalized business development plans, and
- perfect their personal pitch both on paper and in person

You will learn the difference between strategy and tactics and find out how to use both to create and implement a business development plan that leverages your unique value proposition and your highest potential opportunities.

#### **Rotman Executive Programs | University of Toronto**

Rotman Executive Programs enables leaders to transform themselves, their organizations and their communities.

Our faculty are distinguished scholars and active business leaders with substantial experience as company directors, executives and consultants.

They are selected for their superior teaching ability and their capacity to draw upon participants' areas of expertise to make the learning experience come alive.

#### **Faculty of Law | University of Toronto**

Established in 1887, the Faculty of Law is one of the oldest professional faculties at the University of Toronto, with a long and illustrious history.

Today, it is one of the world's great law schools, a dynamic academic and social community with more than 50 full-time faculty members and 15-25 distinguished short-term visiting professors from the world's leading law schools.



#### **Find Out More:**

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