Creating Your High Performance Practice Team
An Intensive One-Day Workshop for Practice Group Leaders
Identifying and Implementing the Structural Necessities for Effective Practice Management

Get Your Practice or Industry Group Fully-Charged!

Whether you are the leader of a practice group or industry team, whether this is your first experience in leading a group or the custodian of an especially challenging group of mavericks, you are among the most essential players in achieving your firm’s long-term profitability and success...

This job is not an easy one! It is your challenge to:

- Create a strong cohesive group out of a collection of bright, intelligent, autonomous individuals
- Identify how, as a practice leader, you add value and what specifically is it, that you can do, that is likely to actually affect the success of the group you lead
- Positively impact and enhance client satisfaction – turning client needs into growth opportunities
- Find a way to develop a strategic direction in an intensively competitive marketplace and have your colleagues actually want to work together
- Lead effective meetings that result in some action plans being formulated and your colleagues taking responsibility for actually doing something

Obviously there are many challenges inherent to this position as law firms (and their clients) increasingly embrace the application of new economic and structural pillars necessary for the profession to benefit from greater alignment on issues such as efficiency and value. And perhaps you were never trained or given any guidance on how to go about organizing and managing a group of your fellow professionals. So, now where do you turn?

This intensive, skills-building workshop is an investment in your ability to make a measurable difference to your group’s quality of service, profitability, and professional morale. Every aspect of this experience is designed to provide hands-on checklists, interpersonal techniques and exercises to make it completely applicable for you to use immediately.

TESTIMONIALS:

“I enjoyed the practical tips. Patrick really understands law firm cultures and was responsive to specific questions and situations.”
Kerrin Slatery - McDERMOTT WILL & EMERY

“This was extraordinarily helpful. Much more helpful than a similar event I went to at the Harvard Business School. It has given me some terrific insights that I intend to implement immediately.”
Scott Turner - NIXON PEABODY

August 17, 2017
University of Chicago, Gleacher Center
Chicago, IL

Space is Limited! Sign-up by June 16th to receive your 15% Early Bird Discount!

This Workshop Will Be Facilitated By:

Patrick J. McKenna, McKenna Associates, Inc.

CLE CREDIT has been approved for this workshop in a number of states. Please contact Peter Franken at 312.212.1301 or by email at pfranken@ark-group.com for more details!
Creating Your High Performance Practice Team
An Intensive One-Day Workshop for Practice Group Leaders
Identifying and Implementing the Structural Necessities for Effective Practice Management

Workshop Agenda: Thursday, August 17, 2017

8.30AM  Registration & Continental Breakfast

9:00AM  Introduction and Overview
Patrick McKenna will begin with a discussion of the evidence of why practicing together in a group can make a measurable difference to your law firm’s quality, service, profitability, skills and professional morale, motivation and enthusiasm.

9:30AM  One-on-One Management Skills
This session will examine, in depth, the critical elements to becoming an effective group leader, including:
- determining, together, what precisely is the job and what does it require of the individual holding the position;
- identify how, as a practice leader, you add value and what specifically is it, that you can do, that is likely to actually affect the success of the group you lead;
- exploring under what circumstances people accept counsel, how to get people to accept your influence and why someone would follow you; and
- identify the various options you have available to you and what you need to do, to develop personal credibility with the people you manage.

11:15AM  Working With Your Colleagues’ Differing Styles
When you bring together a group of lawyers who have different substantive skills, diverse experiences, a variety of work styles, and sometimes conflicting priorities, the process of managing the interactions can be challenging. This session will illustrate:
- How to avoid personality clash and achieve instant rapport
- Effective communication skills for understanding and appealing to your team members

12:00PM  Networking Luncheon

1:15PM  Group Collaboration Skills
Developing convergence on common goals as a team is important. Good practice group leaders recognize that in order to get the group working together effectively, you must invest in some conversations with your team to determine:
- why we should work together as a group;
- what is it for each of us to collaborate together;
- how much time is going to be required to participate in a meaningful manner; and
- what kind of behavior we think we have the right to expect of each other
This session will equip practice leaders with the tools and techniques to explore with their group - what kind of group you want to be, what benefits you want to get, and whether you are prepared to do what it takes to truly be a team.

2:00PM  Developing A Strategic Direction For Your Group
The essence of creating a strategic direction is in having your group members progress through a deliberate process wherein they assess their position relative to competitors in their marketplace, identify their best areas of emerging opportunity, and develop specific action plans for capitalizing on those areas where they can improve their market positions and secure the most profitable business. This working session will assist you in learning how to develop specific, strategic action plans with the core members of your practice group.

3:00PM  Effective Group Meetings & Getting Action Implemented
Nowhere is the vitality of your team more visibly apparent than in the fundamental workings of practice group meetings. Since practice group meetings remain the principle vehicle for effective group action and the most visible aspect of the group’s progress, they require that a practice leader adhere to some interrelated principles that together will help energize these meetings and make them far more effective. This session will focus on how to have your team working together on strategic projects, determine an action plan for moving the group forward, and a means for absolutely ensuring that best intentions actually get implemented.

4:00PM  Wrap-Up / Q & A
This concluding session is designed to summarize, synthesize, debate, question and answer any of your “real world” practice management and leadership issues. As a group, we will determine and discuss coordination and leadership challenges.

ABOUT YOUR WORKSHOP FACILITATOR
Patrick J. McKenna, McKenna Associates, Inc. is an internationally recognized author, lecturer, strategist and seasoned advisor to the leaders of premier law firms. One of the profession’s foremost authorities on law firm leadership, Patrick has authored more than a few pioneering texts, including his book (co-authored with David Maister), First Among Equals: How to Manage a Group of Professionals, (The Free Press) — which topped business bestseller lists in the United States, Canada and Australia, has been translated into nine languages, and has been widely described as the essential guide to practice group leadership. McKenna’s published articles have appeared in over 50 leading professional journals, newsletters, and online sources; his work has been featured in Fast Company, Business Week, The Globe and Mail, The Economist, Investor’s Business Daily and The Financial Times. His consulting expertise was acknowledged in 2008 when he was identified through independent research compiled and published by Lawdragon as “one of the most trusted names in legal consulting” and his three decades of experience led to his being the subject of a Harvard Law School Case Study entitled: Innovations In Legal Consulting (2011). An example of that innovation was launching the first instructional program designed to specifically address the issues that new firm leaders face in their First 100 Days, which has thus far graduated over 70 new leaders many from AmLaw 100 and 200 sized firms. His latest work is entitled, The Changing of The Guard: Selecting Your Next Firm Leader, Second Edition and was released by Ark Group Publishing in April, 2017. McKenna has consulted with at least one of the largest law firms in over a dozen different countries.
**Creating Your High Performance Practice Team**

(August 17, 2017--Chicago, IL)

<table>
<thead>
<tr>
<th>Attendee 1</th>
<th>Attendee 2</th>
<th>Attendee 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zip Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Signature**  
I have read the terms and conditions below

- Workshop Registration $1295
- **EARLY-BIRD DISCOUNT**: I am registering before June 16th and would like to claim my 15% early bird discount! ($1,100.75)

*For team discounts, call Peter Franken at 312 212 1301*

---

**Venue and Accommodations**

*This workshop* will be held at the University of Chicago’s Gleacher Center located at 450 North Cityfront Plaza Drive Chicago, IL 60611—located in the heart of Chicago’s business community, just blocks away from the Loop. For more information, including suggestions for nearby hotels, please contact Peter Franken at 312-212-1301 or via email at Pfranken@ark-group.com

---

**Who Will Attend This Workshop**

Ark Group/Managing Partner’s workshop for **Practice Group Leaders** is an intensive program developed exclusively for Department Chairs, Practice or Industry Group Leaders in law firms who want to be more effective in their roles, foster higher levels of collaboration, learn how to better motivate their peers and explore where to direct limited (non-billable leadership) time in order to maximize your impact and investment.

---

**EARN CLE CREDIT**

**CLE credit has been approved** for this workshop in a number of states. Please contact Peter Franken at 312.212.1301 or by email at pfranken@ark-group.com for more details!

---

**Registration conditions**

1. Registrations can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and registering early is therefore recommended. In the event of the registration not being accepted by Ark Group the total amount will be refunded.
2. Payment must be received in full prior to the course.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. Cancellations received 45 days or more prior to the event will receive a full refund.
5. All registrations submitted by email, fax, or over the telephone are subject to these booking conditions.
6. All cancellations must be received in writing (email).
7. Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the program.
8. Please make checks payable to Ark Group USA.

---

**PLEASE NOTE**: Ark Group cannot be responsible for assisting potential attendees in obtaining visas to the country in which this event is being held. Attendees are responsible for their own travel and visa.
Creating Your High-Performance Practice Team

THIS WORKSHOP WILL BE HELD AT:

The University of Chicago - Gleacher Center
450 N. Cityfront Plaza Drive
Chicago, IL 60611
312.464.8787
http://www.gleachercenter.com/

AUGUST 17, 2017 — CHICAGO, IL

The Gleacher Center is conveniently located in the heart of Chicago’s business community just blocks away from the Loop and steps away from Magnificent Mile shopping, restaurants and hotels. It is easily accessible from public transportation and adjacent parking lots.

The following hotels are located just a few blocks from the Gleacher Center...

Loew’s Chicago Hotel
455 North Park Drive
Chicago, IL 60611
Phone: 312-840-6600
Reservations: 877-868-8232
http://www.loewshotels.com/chicago-downtown/

Sheraton Chicago Hotel & Towers
301 E. North Water Street
Chicago, Illinois 60611
1.877.242.2558 > Reservations
http://www.sheratonchicago.com

Embassy Suites Chicago ~ Downtown/Lakefront
511 N. Columbus Drive
Chicago, Illinois 60611
312.836.5900 > Reservations

InterContinental Chicago
505 N. Michigan Avenue
Chicago, Illinois 60611
1.312.944.4100 > Reservations
http://www.icchicagohotel.com/index.cfm

Chicago Marriott Downtown
540 N. Michigan Avenue
Chicago, Illinois 60611
312.836.0100 > Reservations

For a complete list of Chicago hotels please visit the following link
http://www.choosechicago.com/chicago-hotels/