



Craig Brown Senior Consultant

Office: (949) 369-9400 | Mobile: (949) 606-4297 | Email: cbrown@lawvisiongroup.com

Craig Brown uses his experience as a lawyer, business developer and seminar leader to train and coach lawyers to build relationships that lead to strong books of business and satisfying careers.

Widely recognized as an authority on building law firm clientele, Craig has worked with law firms for over twenty-five years in the areas of business development, training, coaching, strategy, knowledge management, research and as a practicing attorney. Prior to affiliating with LawVision, he formed and operated The Motivera Group, an independent business development consultancy for law firms and Modena Seminars, a seminar-based training company focused on law firm seminar development and training.

Craig has developed and conducted hundreds of action-oriented seminars and workshops for law firms and businesses using leading edge adult-learning methodologies. He is the co-developer of the Lawyer Behavior Profile™ used by hundreds of lawyers to identify and apply key business development strengths. He also co-developed **LateralAdvantage™**, a groundbreaking, law firm-centric tool designed to assess the natural business development acumen of law firm lateral partner candidates.

Before building his training companies, Craig worked as a sales consultant at Thomson West where he was named consultant of the year for three consecutive years. He worked as part of a launch team that took an initiative from startup to 80% of market share in under four years. Prior to that, he was a lawyer in private practice in California.

Craig is a sought-after speaker at law firm retreats and industry events and is a guest lecturer at the University of California, Hastings College of the Law and at the University of California, Irvine School of Law.

Education

B.A., American Studies and Philosophy, Brigham Young University

JD, University of California, Hastings College of the Law

Key Service Areas

Business Development Coaching

BD Training & Coaching

Retreat/Meeting Facilitation

Industry Team Development

Publications

- "[Law Firm Business Development: How to Stop Procrastinating.](#)" The National Law Review (December 2016)
- "Storytelling for Business Developers," Strategies (July/August 2016)
- Expert Opinion in "[Juris Prudence: Changes to the legal market are motivating attorneys to bootstrap.](#)" Comstock's (October 2014)
- "[Firm Marketing Initiatives: Trends We See for 2013.](#)" Marketing the Law Firm Vol 28, No 9 (January 2013)
- "Practicing law, running a practice not the same," Sacramento Business Journal (January 2012)

Speaking Engagements

- Legal Sales and Service Organizations RainDance Conference, "Coaching Advantage, A Field

- Guide©: Building Coaching Programs that Motivate your Lawyers to Act* (May 2017)
- Webinar - Panelist, "New Approaches to Sales and Business Development in the Law Firm," (August 2016)
 - Legal Sales and Service Organizations RainDance Conference, "Perfecting Your Presentation with SHED," (June 2016)
 - 23rd Annual Marketing Partner Forum, "Carpe Diem: Transforming Sales Relationships through Pipeline Management" (January 2016)
 - Webinar, "Getting a Foot in the Door: Teaching Lawyers How to Approach New Prospects without Using Skill, Luck or Charm" (November 2015)
 - LMA Continuing Marketing Education Conference, "Power of the Pipe: The One Thing That Makes All the Difference" (November 2015)
 - Legal Marketing Technology Conference, "Rapid-Fire CRM: The No Spin Assessment of CRM Solutions" (October 2015)
 - Webinar, "Overcoming Lawyer Business Development Fears" (October 2015)
 - Webinar, "From Sherpa to Guide - Using Lawyer Strengths to Create Law Firm Business Developers" (September 2015)
 - Master of Ceremonies, Legal Sales and Service Organizations RainDance Conference (June 2015)
 - LMA Annual Conference, "From Sherpa to Guide: Building Business Development Plans that Motivate your Lawyers to Act" (April 2015)
 - Webinar, "Robust Rainmaking: Moving From Rejection to Resiliency" (November 2014)
 - LMA Continuing Marketing Education Conference, "Getting a Foot in the Door: How to Approach New Prospects without Using Skill, Luck or Charm" (September 2014)
 - State Bar of California and the Orange County City Attorneys Association, "Leveraging Gender Differences to Eliminate Advancement Bias" (June 2014)
 - Master of Ceremonies, Legal Sales and Service Organizations RainDance Conference (June 2014)
 - LMA - Southern California, "From Sherpa to Guide: Building Coaching Programs that Motivate Lawyers to Act" (March 2014)
 - 21st Annual Marketing Partner Forum, "From Sherpa to Guide: Building Coaching Programs that Motivate Lawyers to Act" (January 2014)
 - LMA - Bay Area, "Stop Being a Sherpa and Start Being a Guide: Coaching Lawyers to Overcome their Fears and Sell" (January 2014)
 - ALA Half-Day Education Seminar, "Trends in Business Development and Attorney Coaching: Creating Relationships" (November 2013)
 - LMA - Utah, "Fear: How to understand and leverage lawyer fears for business development success" (October 2013)
 - LMA - Los Angeles 11th Annual Continuing Marketing Education Conference, "Stop Being a Sherpa and Start Being a Guide: How to Coach Lawyers to Sell" (September 2013)
 - LMA - Denver, "Making Horses Thirsty: How to Motivate Lawyers to Sell" (September 2013)
 - LMA - Southern California Member Roundtable, "Building a Sales Culture at Your Firm" (August 2013)
 - Legal Sales and Service Organizations Raindance Conference, "From Sherpa to Guide ~ Building Coaching Programs that Motivate Your Lawyers to Act" (June 2013)
 - Provisors Group, "Dynamic Business Plans" (March 2013)
 - University of California, Irvine School of Law, Guest Lecturer, "Carving Out a Career You Love: The 10 essential things you must do now to create the practice you want and the clients you'll adore" (February 2013)

Awards & Recognitions

- Thomson West “Consultant of the Year” for three consecutive years
- West Publishing “Gold Key Club” Top Sales Representative for four consecutive years
- Recipient, American Jurisprudence Award for Trial Advocacy
- Varsity Coach of the Year, Boy Scouts of America, El Camino Real District, Orange County Council

Professional Associations & Boards

- Member, 2014 Board of Advisors, Legal Sales and Service Organization
- Member, 2013 Board of Directors, Southern California Legal Marketing Association
- Member, American Bar Association
- Member, Montgomery County Bar Association