

Coaching Certification Program

Become a Master Coach

Coaching is becoming a profession within the legal profession. Learning to become a business development coach or to refine your coaching skills to help lawyers reach their full potential for developing business is a great career opportunity. Through LSSO's partnership with LawVision, we bring our attendees and members unparalleled opportunity for advancing their careers as business development coaches. Further, our coaching certification will provide you with the training, tools, and credentials to coach lawyers at all skill levels.

Certification Program Overview

LSSO offers classroom instruction by sales and coaching experts, accompanied by in house coaches who will provide case studies and examples of the day to day challenges and opportunities they face and discuss the methods for meeting those challenges and leveraging opportunities. Onsite programming, a live coaching session and one class follow on webinar will complete your certification.

Curriculum

Two-day on site workshop:

- Classroom instruction:
 - Overview of sales process
 - Getting started on your coaching assignments
 - Pre-work with coachee(s)
 - First meeting and setting expectations
 - Your coaching calendar
 - Coaching tools
 - Tips and best practices
 - Dealing with difficult schedules, personalities, and inaction
 - When to walk away from an internal coaching client
 - Graduating your coachees
 - Ongoing follow-up

Curriculum continued



- A live coaching session
 - By phone or in person your assigned instructor will listen in on a coaching session and provide invaluable feedback, suggestions and ideas
- Final one-hour webinar with group

Certification Program Length

Two- to three months (also dependent on attendee coaching schedule)

Certification Program Fees

Open workshop fees:

- \$2,500 per person
- Upon completion of the program attendees will receive a Master Coaching Certificate

On site at your law firm:

- Please email us for a specific firm quote

For onsite workshop pricing for your firm, or if you have any questions about the certification workshops, please email Kirsten Lovett, Executive Director, LSSO, at klovett@legalsales.org.

AmLaw 100 Firm CMO:

"We put our BD team through this certification training and it's the best thing we've done to help sharpen their skills as they coach our partners to compete for new business. The tools, templates, process, and thoughtful approach were all excellent."
