

## Coaching Advantage<sup>®</sup> Certification Program

### Become a Master Coach

Coaching is emerging as an important discipline within the legal profession. Learning or refining business development coaching skills to help lawyers reach their full business development potential is an excellent career advancement strategy. Through our partnership with LawVision, we at LSSO offer our attendees and members the unparalleled opportunity to advance their careers as business development coaches. Our coaching certification program provides training, tools, and credentials for coaching lawyers at all skill levels.

### Certification Program Overview

The certification training will include classroom instruction from sales and coaching experts; case studies and examples; interactive discussions about methods for meeting day-to-day challenges and leveraging opportunities; and live coaching session shadowing, followed by a personal debrief.

### Curriculum

Two-day onsite workshop:

- Classroom instruction:
  - Overview of the 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, difficult personalities, and inaction
  - When to walk away from an internal coaching client
  - Graduating your coachee(s)
  - Ongoing follow-up
- 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
- Upon completion of the program, each attendee will receive a Master Coaching Certificate

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*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.”*

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## Certification Program Fees

Registration: \$2,500; early bird registration for Los Angeles: \$2,250 (before August 1, 2018)

On-site at your law firm: Please email us for a firm-specific 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](mailto:klovett@legalsales.org).

## Workshop Dates and Locations

Bring your best game to the table when coaching your partners. Join us today for one of our 2018 open workshops.

### March 8–9, 2018

Goulston & Storrs  
1999 K Street NW  
1<sup>st</sup> Floor Conference Center  
Washington, DC

### September 25–26, 2018

Greenberg Glusker  
1900 Avenue of the Stars  
Los Angeles, CA

To receive additional information, ask any questions, or register, please contact Kirsten Lovett at [lovett@legalsales.org](mailto:lovett@legalsales.org).