This one-and-a-half day session is for anyone who may be interested in enrolling in the GW Master’s program in Law Firm Management. It is intended to expose attendees to a selected number of the faculty and the subjects they teach in the master’s degree program, as well as a panel of recent graduates. Attendees will also tour the facilities at the Center where classes are held. Attendance is limited to the first 40 people who register for the session.

AGENDA

Saturday, October 21

2:00–3:00 pm  Introduction and Overview of the Master’s Program  Carl Leonard

3:00–3:15 pm  Break

3:00–4:15 pm  State of the Legal Industry  Aric Press
Mr. Press will discuss the current state of the legal industry and give his views on future of the industry.

4:15–4:30 pm  Break

4:30–6:00 pm  Leading High Performance Teams  Dr. Sharon Hill
Dr. Hill will discuss the role of leading teams and strategies for creating high performing teams.

6:00–7:30 pm  Reception
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Sunday, October 22

9:00–10:30 am  **Panel of Graduates**  Crystal McNeill, Kathleen Pearson, and Tommy Williams
Graduates will discuss their learning experiences in the GW Master’s program and how those experiences have helped them in their positions at their firms. Questions welcome.

10:30–10:45 am  Break

10:45 am–12:15 pm  **Proposing Leadership**  Dr. James Bailey
Dr. Bailey will discuss ten propositions about leadership that are critical for anyone embarking on a leadership role to understand.

12:15–1:15 pm  Lunch Provided

1:15–2:45 pm  **Legal Lean Sigma®**  Catherine Alman MacDonagh, JD
Ms. MacDonagh will give a high level overview Lean and Six Sigma methodologies and tools and how they can be used to improve the quality of work product and the delivery of legal services and in the operation of a law firm.

2:45–3:00 pm  Break

3:00–4:30 pm  **Law Firm Pricing and Profitability**  Steven Petrie
During this workshop, Mr. Petrie will take participants on an interactive walk through the fundamental stages of a pricing exercise – one that is reminiscent of the traditional RFP response process. The session will address key questions, variables, data requirements, and considerations pertinent to constructing a sound fee agreement. The concept of “client value” will also be tackled through discussion of the latest trends in alternative pricing.

4:30 - 4:45 pm  **Wrap-Up**  Catherine Alman MacDonagh, JD

**FACULTY BIOGRAPHIES**

**James R. Bailey** is the Hochberg Professor of Leadership Development at The George Washington University School of Business, and a Fellow in the Centre for Management Development, London Business School. He has been the recipient of many teaching distinctions, including three GWSB Outstanding Educator Awards, and in 2006 was named one of the world’s top ten executive educators by the International Council for Executive Leadership Development. He has published over 50 academic papers and case studies, and is the author of several books, including the award-winning, best-selling Organizational and Managerial Wisdom and the forthcoming Riding the Change Curve: Leading through Transition. He has designed and delivered hundreds of executive programs for firms like Nestle, UBS, Morgan Stanley, and Lucent Technologies. Dr. Bailey is a frequent keynote speaker who has appeared on broadcast programs for the BBC, NPR, and Fox News Network, and whose work has been cited in such outlets as Fortune, Forbes, and Business 2.0. He currently serves as Editor-in-Chief of the Academy of Management Learning and Education.
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N. Sharon Hill is a Professor in the Department of Management at The George Washington University School of Business. She currently conducts research in the areas of team effectiveness and organizational change. She has won multiple awards for both her research and teaching, including a recent award from the Academy of Management. She has published her work in several book chapters and academic journals. Dr. Hill has consulted and conducted executive training for both Fortune 500 companies, such as GE and DuPont, and small businesses. She has had extensive global and cross-functional business experience. She formerly lived and worked in the United Kingdom, Germany, and Belgium; and has held leadership roles in information technology, quality and process improvement, organizational change, and training and development.

Carl A. Leonard is experienced both as a law firm leader and a practicing lawyer. He joined Hildebrandt Baker Robbins following a 26-year career with Morrison & Foerster. After practicing law at Morrison for 15 years as a general corporate partner, he was the firm’s Chairman from 1984 through 1993. While attending the University of California, Hastings College of the Law, he served as Editor-in-Chief of the Hastings Law Journal. Mr. Leonard was named one of the 100 most influential lawyers in America by The National Law Journal. He is the Founder of The Hildebrandt Institute, the educational arm of Hildebrandt dedicated to leadership and skills development for managing partners, practice leaders, and professional administrators. Mr. Leonard has been a Visiting Professor in the MBA Program in Law Firm Management, Nottingham Law School, England; Lecturer, Columbia Business School Executive Education Program; and is the Program Director and an Assistant Professor at The George Washington University, College of Professional Studies, Master’s Program in Law Firm Management.

Catherine Alman MacDonagh, JD is the CEO and Co-Founder of the Legal Lean Sigma Institute, which provides process improvement certification courses and consulting specifically for the legal profession. In addition to serving on the faculty at GWU, she is an adjunct professor at Suffolk University Law School in Boston and Northwestern Pritzker School of Law in Chicago. Catherine is also Co-Founder of the Legal Sales and Service Organization, the Chief Enthusiasm Officer of Mocktails LLC, which offers experiential networking training programs, and a facilitator, trainer, and coach in her own practice, FIRM Guidance Consulting. A former corporate counsel and successful law firm executive, Catherine has focused her career and consulting practice on strategic planning and implementation, marketing, business development, and process improvement and project management in professional services firms. She is the author of Lean Six Sigma for Law Firms, a contributing author to The Bigger Picture: Driving Client Value Through Collaboration, The Lawyer’s Guide to Process Improvement, and The Procurement Handbook, and the co-author of The Woman Lawyer's Rainmaking Game and The Law Firm Associate's Guide to Personal Marketing and Selling Skills. She served on the Board of Directors of the Legal Marketing Association and is a Fellow of the College of Law Practice Management. Catherine was named to the Legal Marketing Association Hall of Fame, the association’s highest honor, in 2017.

Steven R. Petrie is the Chief Strategy Officer for Faegre Baker Daniels LLP where he manages the firm’s Strategy & Operations department. In this capacity, he oversees the collection, extraction, and application of financial data and performance metrics for purposes of business review, profitability analysis, practice management, alternative pricing, and strategic planning. Steve holds a Yellow Belt certification in Legal Lean Sigma and provides guidance for the firm's institutional efforts in the areas of legal process improvement and project management. Steve’s department is also home to the firm’s office administration and compliance-support functions. Prior to his career in law firm management, Steve worked for the strategy and operations practice of a large consulting firm. He is a frequent industry contributor on topics of law firm economics, profitability analysis, alternative pricing, and process efficiency.
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Aric Press is a law firm management consultant with Benero & Press LLC. He is a former senior vice president, editor in chief of ALM, a role he began in November 2010. Before that he served as editor in chief of The American Lawyer beginning in 1998. Press joined ALM from Newsweek where he had been a writer and senior editor for 19 years. In his new role, Press serves as ALM’s senior editorial officer and is focused on developing the reach of ALM’s research and analytical products. During his tenure at The American Lawyer, the magazine increased its frequency, broadened its reach, and developed a digital platform. The magazine also expanded its signature surveys to include a report on the finances of the Am Law Second Hundred and the Global 100, started a Diversity Scorecard, and created an influential A-List issue, which is credited with helping to encourage an increase in big firm pro bono activity. A native of Cleveland, Press is a graduate of Cornell University and New York University Law School. He and his wife, who runs an international public interest organization in New York, live in Brooklyn where they raised three children.

LAW FIRM MANAGEMENT PROGRAM GRADUATES

Crystal McNeill, Class of 2011, is the Office Manager of the New York City Office of Drinker Biddle & Reath LLP.

Kathleen Pearson, Class of 2012, is the Chief Human Resources Officer of Pillsbury Winthrop Shaw Pittman LLP.

Tommy Williams, Class of 2010, is Senior Director, Law Firms for Thomson Reuters.