

In our research and consulting with hundreds of law firms over the past decade, we have repeatedly seen that the most cost-effective approach to accelerating LPM is to build enthusiasm among lawyers by coaching them to change their behavior and see the results firsthand. LPM coaching works because lawyers experience immediate benefits by:

- Focusing on the problems they most care about, and
- Using LPM tools to address such real-world challenges as living within a fixed-fee budget or increasing realization or creating more client satisfaction

The *Master Certified LPM Coach™* program was designed to help participants enhance LPM acceptance and impact by adapting the materials and approach we have developed in over a decade of LPM experience, including thousands of hours conducting in-depth, one-to-one coaching of lawyers. It is designed for in-house staff who:

- Are already familiar with legal project management, but would like to increase the impact of their very limited time, OR
- Have a strong background in project management, but limited experience working in law firms

This self-paced distance learning program requires a minimum commitment of 60 hours over approximately six months and consists of four modules:

In **Module 1**, participants learn about our proprietary LPM coaching process by completing readings in the *Legal Project Management Quick Reference Guide* (4th Ed.) and in the *LPM Coaching Manual* (which is only available to program participants). Participants then submit written responses to nineteen essay topics and discuss their responses in three 50-minute telecons with an LPM expert. To pass Module 1, participants must successfully address all nineteen topics. Participants may be required to revise and re-submit responses that are rated incomplete or unsatisfactory.

In **Module 2**, participants gain a deeper understanding of our LPM training approach in four 50-minute telecons. Participants gain firsthand knowledge and practical experience using one or more LPM training approaches through discussion and dialogue, demonstrations, and role-plays with an LPM expert. Based on the participant's interests and the job skills the participant wishes to develop, this module is customized to focus on the following:

- Formal one-to-one LPM coaching
- Informal on-the-job coaching
- Small group LPM workshops
- Panel discussions of LPM champions
- Some combination of the above

After the completion of this module, participants will be able to successfully perform such activities as:

- Focusing LPM coaching by identifying the key challenges facing lawyers
- Engaging lawyers in LPM coaching by asking the right questions
- Helping lawyers select LPM action items and motivating them to action
- Providing the right LPM tools to lawyers at the right time
- Adapting LPM tools to the unique needs of your firm
- Creating LPM champions and helping them spread the word about LPM
- Facilitating a small group LPM workshop
- Using alternative methods for LPM coaching, as appropriate
- Helping lawyers overcome obstacles to implementing LPM

In **Module 3**, participants gain practical experience using one or more of our LPM training approaches of their choice. Participants can meet the requirements of this module by completing any one of the options below:

1. Engaging a lawyer or staff person in three formal one-to-one coaching sessions
2. Engaging different lawyers and/or staff people in five informal on-the-job LPM coaching interactions, with follow-up
3. Facilitating a small group LPM workshop
4. Facilitating a panel discussion of LPM champions
5. Some variation of the above, as agreed upon by the participant and LPM expert

Our LPM expert offers feedback to the participant as part of this module. For instance, if a participant chooses to engage lawyers in formal one-to-one coaching, our LPM expert will listen to the participant's coaching calls and then offer feedback via e-mail or teleconference after each one.

In **Module 4**, participants develop a simple plan to accomplish their LPM training goals. This plan can, for instance, help participants select the most appropriate people for immediate coaching, create quick wins and internal LPM champions, and sustain LPM momentum in the firm. Participants discuss their plan with an LPM expert in one 50-minute telecon.

After the successful completion of this program, each participant is granted the Master Certified LPM Coach™ credential.

Deliverables include:

- A minimum of ten telecons over six months with an LPM expert:
 - One 50-minute introductory telecon to introduce the participant to the program and discuss the participant's goals and objectives
 - Three 50-minute telecons in Module 1 to discuss written responses to nineteen essay topics based on reading assignments
 - Four 50-minute calls in Module 2 to learn the nuts-and-bolts of LPM training, including interactive demos and role-plays of specific LPM approaches

- One 50-minute call in Module 3 to determine which of the many optional ways to practice LPM training while being “observed” and given feedback from our LPM expert
- One 50-minute call in Module 4 to discuss the participant’s plan to maximize LPM benefits by customizing LPM training approaches to the firm’s needs
- Practical, firsthand experience using LPM training processes with constructive feedback via emails and/or phone calls with an LPM expert
- Copies of the *Legal Project Management Quick Reference Guide* (4th Ed.); the *LPM Coaching Manual*; three *LPM Coaching Aids*; and a 40+ slide PowerPoint deck to launch a new LPM training program
- A nineteen-topic open-book essay exam to certify mastery of the core concepts of our LPM training process
- A basic written plan prepared by the participant to adapt our proprietary LPM training process to maximize the benefits at their firm
- Six months of unlimited email support to keep the program on track
- A Master Certified LPM Coach™ certificate awarded upon successful completion of the program

“The emphasis on practical skills, and the advice I received, will definitely enhance the effectiveness of my own coaching of lawyers at my firm. The materials for this program supplement the Legal Project Management Quick Reference Guide extremely well, with practical tips for coaching lawyers and easy-to-use tables and flowcharts that greatly simplify the LPM coaching process.”

– Paul Saunders, Practice Innovation Partner, Stewart McKelvey

“Building awareness of the need for better project management is best achieved through coaching individual by individual. While that may seem less efficient with respect to time, it works much better than global education.”

– Stacy D. Ballin, Partner and General Counsel, Squire Patton Boggs

“This coaching was far from a theoretical exercise... This was a discussion of specific matters that were before me and how to approach them... [It] has been very beneficial to me in client management and in client development. I believe that it applies to all areas of law.”

– Albert Dotson, Jr., Managing Partner, Bilzin Sumberg

For more information, contact us (info@NextGenLPM.com or 800-49-TRAIN) to discuss how our Master Certified LPM Coach™ program can help your firm maximize the return on its LPM investment.