NALP Lawyer Professional Development Section Third Report

TO: Kay Nash, NALP Board Liaison to Lawyer Professional Development Section

CC: Fred Thrasher, Deputy Director

FROM: Molly Peckman, NALP Lawyer Professional Development (PD) Section Chair

DATE: January 31, 2013

It is my privilege on behalf of the Lawyer PD Section to submit our third Board report of the year. The Section has made great progress this year on our goal of providing professional development opportunities to our 218 members through the hard work and commitment of our working group leaders.

As professional developers, we take care of others and often at our own expense. We promote and provide training and development opportunities, empower others in self assessment, goal setting and skill development. But some of us don't heed our own advice and don't take control of our own development and careers. The PD for PD Professionals group was specifically created to provide such opportunities and is off to a great start with two successful webinars. The Education Working Group has also done a terrific job of making sure the Section is well represented at our conferences with quality programming including sessions focused on our own professional development.

I. Reports of Lawyer PD Section Working Groups:

A. PD for the PD Professionals Working Group

The "PD for PD Professionals" Webinar Series continues. As reported, the first program was presented by working group co vice chair Andy Hales on Time Management and was attended by 75 NALP members. The second program, "Communicating with Impact," was presented by Sue Manch, our other co chair of the working group, with over 100 people registered for that program. We received great feedback after Andy and Sue's programs, which were full of practical tips and recorded for reply. Sue and Andy each have brought great energy into this effort and are planning future programs utilizing consultants including one on presentation skills for the PD professional.

B. Education Working Group

I was pleased to announce at our recent Section call the change in timing of the RFP process for the annual Professional Development Institute although it does mean double duty for this year's working group.

In our last report, we raised the timing issue based on feedback from our members. We have worked with Mary Beal to work out a schedule that hopefully will only improve the quality and quantity of programs for all of the conferences (rather than having the RFPs competing back to back, right after the annual conference), without hopefully adding a burden to the NALP staff.

Our working group is currently reviewing the following topics for the 2013 PDI which we developed during a very interactive brainstorming session on our last Section call:

- **Managing the PD Department**
- **Feedback 101**
- **Coaching Strategies for the PD Professional**
- **Partner PD**
- **Essential Elements of a BD Curriculum**
- **Law Firm Economics 201**
- **Project Management- 5 Years Later**
- **Effective Work Assignment Systems**
- **Evaluations Revisited**
- **Transitioning from Practice to PD**
- **Female Rainmakers Panel**
- **10 Essential Courses for Your Training Program**
- **Employment Law 101 – Primer on what every NALPer needs to know about employment law**
- **Secure Your Own Oxygen Mask Part 2**

As noted, the Education Working Group already has shepherded successful RFP processes for last year's PDI and the annual conference.

The Lawyer PD Section was well represented at the 2012 Professional Development Institute with the following and the feedback for these programs was all very positive:

- **Can You Really Teach Old Partners New Tricks?**
- **Effective Evaluations from Stem to Stern**
- **Ch, Ch, Ch, Changes: Navigating the Leadership Transitions in Your Organization**
- **Lawyers, Fun and Money: Law Firm Economics for Law Firm Administrators**
- **Teach Your Associates Well**
- **Assessing the Assessors**

The Section also will be well represented at the NALP Annual Conference as the following program proposals were accepted:

- **Don't Let the Door Hit them on the Way Out! Counseling your alumni before and after they leave your firm/school.**

  Real alumni relations start before they leave your firm or school. No matter where -- or how -- they go, your alumni will always be representatives of your institutions. Don't let the door hit them on the way out and don't forget about them after they leave. .

  Norma Cirincione, Julie Anna Alvarez

- **Everything You Wanted to Know About Antitrust Law . . . But Were Afraid to Ask . . . Another Firm**

  Just what are we allowed to ask our peers at other firms without evoking a warning that we may be violating the antitrust laws? As professionals working in law firms, we ought to have a basic understanding of antitrust law. Experienced antitrust lawyers will provide an overview of antitrust law and tell us just what we are permitted to ask and how.

  Molly Peckman, Paul Friedman, David Stanoch

- **Communicating with Associates in the Age of Immediate Uploads**

  Law firms can better connect associates to the business of the firm through effective communications, and professional development staff often plays a key role in communications. Join a panel of professional development leaders for a discussion of communication challenges in global and multi-office firms. Hear how their firms and others have addressed those challenges and developed communications strategies to determine “what, why, who, how, and when” -- what they communicate about, their goals in doing so, who is in the best position to carry the message (e.g., firm management, practice group management), and how and when it should be delivered. We will also discuss drafting tips for communications you know will hit the web.

Lisa Keyes, J.D. Neary, Susan Manch

- **Don’t Hit the Snooze Button: How to Deliver Exceptional CLE Programs to Your Attorneys**

  Lawyer professional development programs are anchored by the need to deliver effective training programs to attorneys across a broad spectrum of experience levels and skills. In addition, your law firm wants the professional development department to provide sufficient attorney training programs to meet minimum CLE credit requirements. How do you accomplish these goals and deliver smart, effective, and educational all attorney programming at your organization? This program will provide practical solutions and best practices for delivering exceptional all attorney CLE programs! A team of experts will discuss best practices for designing all attorney programming including: leveraging associates to enhance their own professional development by delivering CLE programs in-house, incorporating the best of adult learning ideas, the use of video, on-demand learning and other delivery methods, and a round up of the best “winners” for CLE programming within their organizations. Panelists will also discuss ways to leverage your CLE programming for business development.

  JeanMarie Campbell, Colleen O'Hara, Heather Edes

- **Hot Topics in PD – The Times They Are A Still Changin’**

  For those in PD, the legal marketplace changed dramatically during the recession. These changes played out on both the law firm and law school side of the PD table. The effect on how law firm PD professionals think about educating the next generation of lawyers and how to keep every generation of lawyers engaged and energized became the hot topic of conversation in law firms. Skills development and producing law school graduates ready to hit the ground running in a client centric world became the task of PD professionals in law schools. The new legal marketplace is more demanding than ever and is continually changing. This open forum will provide an opportunity to discuss the positive and negative aspects of the changes in PD we are witnessing. Be a part of an honest conversation about what is working in the world of PD from both a law firm and law school perspective and what will continue to present challenges and opportunities in our industry. Topics will include the need to have entry level associates hit the ground running, law firm expectations of entry level associates, the challenge of curriculum changes in law schools, providing 3Ls with hands on experience and collaboration efforts between law schools and law firm.

Michele Bendekovic, Stacey Kielbasa, Emmy Berning

- **Unique Training Needs for International Offices**

  Now that you've developed a comprehensive professional development program for your US associates, it is time to turn your attention to the global needs of your law firm. Associates in international offices need the attention and focus of your professional development efforts, but how do you discover their unique needs, develop a suitable professional development program, and deliver something to meet the firm's goals? Three experts on this topic will discuss how to implement training and other initiatives to build skills, increase retention, and enhance firm culture.

  Ross Guberman, Mary Schaus, Tony King

- **Building Better Women's Initiatives: Strategies, Tools, and Information to Move Your Firm Forward**

  Many firms are analyzing their practices and business models to respond to the changing marketplace and client demands, including a renewed focus on structured women's initiatives. Many PD professionals are asked to create these programs and generate support. Come learn from the hard won experience of others in converting theory into practice. Whether you are charged with building a women's initiative from scratch or revitalizing an existing program that has not delivered the desired results, this discussion will help you develop a fresh, more effective approach and learn from what has not worked well in various settings.

  Jeanne Picht, Karen Kahn, Jane Pigott, Sonia Menon

- **Zen Master: Making the Case for Wellness Topics in PD Programming**

Stress has a tremendous impact on our lives and can negatively affect the productivity and well-being of our law students and attorneys. Stress can lead to poor decision-making and costly mistakes. During this interactive, experiential learning program we will: explore the intersection of professional development and wellness topics, including yoga, mindfulness, coaching and beyond; and discuss strategies for making the case for wellness topics in your PD programming, and the pros and cons of utilizing metrics to support your efforts. Come and experience an open discussion about wellness as a catalyst for positive change and promoting Zen in your organization.

Jeff Becherer, Luevenia Sterling, Arthur Fama, Cheri A. Vaillancour

These proposals include collaborations with the Law School, Diversity and Alumni Sections.

C. Collaboration with Law School PD Section:

I have met with new Law School PD Section leader Kristine Bridges, to discuss better communication and collaboration amongst our sections. Michele Bendekovic continues to be a wonderful liaison to the Law School PD section.

D. NALPConnect

Vice Chairs Diane Downs and Cynthia Jordan are working to promote better utilization of NALPConnect but we need to do more. We had hoped to encourage more discussion and announcements and to better populate the group's resources which currently include several helpful checklists on mentoring, presentation skills and time management. Candidly, we face competition for such communications from the very well-established PDC list serve. This is something we will continue to work on.

E. Collaboration with the Diversity Section

Alexandra Mai has done a great job of liaising with the Diversity Section and has been our contact for the upcoming joint webinar:

Changing Lanes - Working at the Intersection of Recruitment, Diversity and Professional Development in Law Firm
Scheduled for Friday, February 1 at 1:00 p.m. EST.
Panelists will discuss the trend and potential implications of combining recruitment, diversity, and PD roles at law firms, best practices, and helpful resources for those in a combined role, and sample job descriptions for those seeking to define their role.

With Alexandra's help, we look forward to additional collaboration between the sections.

II. NALP *Bulletin* Articles

The Section also will be well represented in the *Bulletin* as the following topics were selected for publication:

- Recap of the Professional Development Consortium Conference in July - Michele Bendekovic (our liaison to the PDC)
- A collaboration of law firms and a law school on the path to competencies – Sue Manch with Susan Fine from George Washington Law School
- Best practices in structured women's initiatives – Kara Dodson and Karen Kahn
- Identifying and helping lawyers at risk – Cindy Pladziewicz

This is in addition to the three-part series collaboration with the Law School PD Section.

III. "Environmental scanning"/Additional Business:

At our third Section meeting in January, we focused on feedback from the last PDI and brainstorming for the next one.

One of my personal goals this year continues to be to get more members involved in the Section. I continue to reach out at New York and Philadelphia PD Group events to promote the Section.

In closing, I must acknowledge the incredible support of each of the Section's leaders listed below, particularly Kay Nash and Michele Bendekovic, who are former Section chairs and have been great mentors to me. I also offer sincere thanks to the NALP staff, particularly Mary Beal, for her tremendous support.

Please let me know if you have any questions and thank you again for this opportunity.

Molly Peckman

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