



STRATEGIES TO INCREASE PRODUCTIVITY AND PROFITABILITY IN YOUR LAW FIRM

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GEOFF GILBERT, ESQ.

- Executive coach for attorneys.
- Led successful law practice for 15 years (17 employees).
- Former practicing CPA at Ernst & Young.

CORONAVIRUS STRATEGIES-PRODUCTIVITY

1. Working at home presents you with an opportunity to be productive in any environment.

CORONAVIRUS STRATEGIES

2. Do some work for each of your clients.

Then, contact them to show them you are on top of their case.

CORONAVIRUS STRATEGIES

3. It's important that you run your office business as usual for your team. The only difference is remote locations. We've all done remote work before.

CORONAVIRUS STRATEGIES

4. Employ strategies for getting billable hours completed each day that you will learn later in this program.

CORONAVIRUS STRATEGIES

5. Be a leader by having a positive attitude.
Co-workers and clients will respect you for this going forward.

CORONAVIRUS STRATEGIES

6. Take advantage of this time to show your firm and your clients how hard you work when it really counts.

CORONAVIRUS STRATEGIES

7. GET YOUR BILLS OUT ON TIME.

DELAYING BILLING WILL ONLY PUT YOU IN A PILE THAT WILL GET PAID LATER.

CORONAVIRUS STRATEGIES

8. Stay optimistic in the face of pessimism.

CORONAVIRUS STRATEGIES

9. Stay focused at a time of chaos.

CORONAVIRUS STRATEGIES

10. Lead your firm and your clients in work product and attitude.



INCREASING PRODUCTIVITY & PROFITS.

NOW, INCREASING PRODUCTIVITY AND
PROFITS.

STRATEGY #1 -INCREASING PRODUCTIVITY & PROFITS.

Focus on the two most important tasks lawyers do each day (Whether you are working at home or working at the office).

STRATEGY #1: FOCUS ON WHAT'S MOST IMPORTANT

1. Meet billable hour goals.

- Makes us productive and profitable.

STRATEGY #1: FOCUS ON WHAT'S MOST IMPORTANT

2. Develop new business.

- Keeps us productive and profitable.

STRATEGY #1: FOCUS ON WHAT'S MOST IMPORTANT

These two are most important because we can't help anyone if we can't pay our expenses or be profitable to our firm.



STRATEGY #2

Set a daily goal for billable hours.

STRATEGY #2: SET A DAILY GOAL FOR BILLABLE HOURS

Why set a daily goal?

STRATEGY #2: SET A DAILY GOAL FOR BILLABLE HOURS

Because breaking a goal down into parts helps us accomplish it. We can't meet our monthly goals today, only our daily goals.

STRATEGY #2: SET A DAILY GOAL FOR BILLABLE HOURS

Another reason: The impact of an increase in billable hours every day.

<u>Rate</u>	<u>+1 hour</u>	<u>+2 hours</u>	<u>+3 hours</u>
\$200	\$40,000	\$80,000	\$120,000
\$300	\$60,000	\$120,000	\$180,000
\$400	\$80,000	\$160,000	\$240,000
\$500	\$100,000	\$200,000	\$300,000

STRATEGY #3

Meet your daily billable hour goal as the first thing you do in the day.

STRATEGY #3: DO THE IMPORTANT WORK FIRST

Clio says that lawyers average 2.3 billable hours in an eight-hour day.

Isn't this low?

STRATEGY #3: DO THE IMPORTANT WORK FIRST

Accomplish your daily billable hour goal and your development work before you do anything else.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Eliminate distractions so you don't spend 10 hours to get 5 billable hours.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Researchers at UC Irvine found that people spend an average of 11 minutes on a project before they are interrupted.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Also at UC Irvine they found, on average, it takes 23 minutes to get back to where they had been before the distraction.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Can you afford the lost time caused by interruptions?

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

After a very short interruption - 3 seconds -
subjects in the study doubled their error rates.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Subjects tripled their error rates after a 5-second interruption.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

As attorneys, we depend on accurate research, court documents, and letters.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

As a coach, I help firms reduce or eliminate interruptions for their lawyers and lawyers do the same.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Lawyers who limit distractions have a much easier time reaching billable hour goals.

THESE LAWYERS BILL MORE.

STRATEGY #4: DECIDE TO LIMIT DISTRACTIONS

Lawyers who limit interruptions:

- Reduce mistakes in documents and letters.
- Make more money for their firms.
- Meet their daily hourly goals earlier in the day.



STRATEGY #4A:

Stop checking email and texts frequently.

STRATEGY #4A: STOP CONSTANTLY CHECKING EMAIL

Instead, check 2-3 times during the day.

How can I possibly do this?

STRATEGY #4A: STOP CONSTANTLY CHECKING EMAIL

You don't check email in the middle of a meeting or a trial.



STRATEGY #4B:

Stop answering phone calls whenever the phone rings. You don't when you're in court.

STRATEGY #4B: STOP IMMEDIATELY ANSWERING THE PHONE

You shouldn't when you are working on important documents or you may make mistakes.



STRATEGY #4C:

Close your door to discourage colleagues from interrupting you.

STRATEGY #4C: CLOSE YOUR DOOR

Close your door or go somewhere else in your office or outside your office.

In today's world, find a quiet place in your home.



STRATEGY #4D:

Stop surfing the internet until you get your
billable hours in.



STRATEGY #4D: STOP SURFING THE INTERNET

If you need a break, take a walk instead.



STRATEGY #5: ADAPT TO WORKING AT HOME

A. FIND A PLACE IN YOUR HOUSE OR APARTMENT TO DO WORK UNINTERRUPTED.



STRATEGY #5: ADAPT TO WORKING AT HOME

B. GET LARGE PROJECTS DONE IN ONE SITTING.

STRATEGY #5: ADAPT TO WORKING AT HOME

IF YOU HAVE YOUNG KIDS OR WILL BE INTERRUPTED, FIND A TIME DURING THE DAY TO DO YOUR WORK WITHOUT INTERRUPTION.

USUALLY EARLY OR LATE WORKS.

STRATEGY #5: ADAPT TO WORKING AT HOME

DO YOGA POSES OR STRETCH EVERY HOUR OR TWO.

GO TO YOUR SECOND PLACE TO DO WORK.

MOVING OR SWITCHING PLACES RELIEVES TENSION.

The background is a solid teal color. In the four corners, there are decorative white line-art elements resembling circuit boards or neural networks, with lines connecting to small circles.

FIVE BENEFITS OF LIMITING DISTRACTIONS

FIVE BENEFITS OF LIMITING DISTRACTIONS

a. You accomplish more.

FIVE BENEFITS OF LIMITING DISTRACTIONS

b. You deliver a better work product.

FIVE BENEFITS OF LIMITING DISTRACTIONS

c. You meet deadlines.

FIVE BENEFITS OF LIMITING DISTRACTIONS

d. You improve your life outside of work.

FIVE BENEFITS OF LIMITING DISTRACTIONS

e. You adapt to changing surroundings.

STRATEGY #6: LIST TASKS THAT WASTE TIME

Make an honest list of the things you do each day that waste time, like surfing the internet and long conversations.

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STRATEGY #5: LIST TASKS THAT WASTE TIME

STOP DOING THESE TASKS.

GET OUT OF WORK EARLIER OR GET MORE
DONE.

STRATEGY #6: LIST THE TASKS YOU DO THAT ARE NOT A GOOD USE OF YOUR TIME

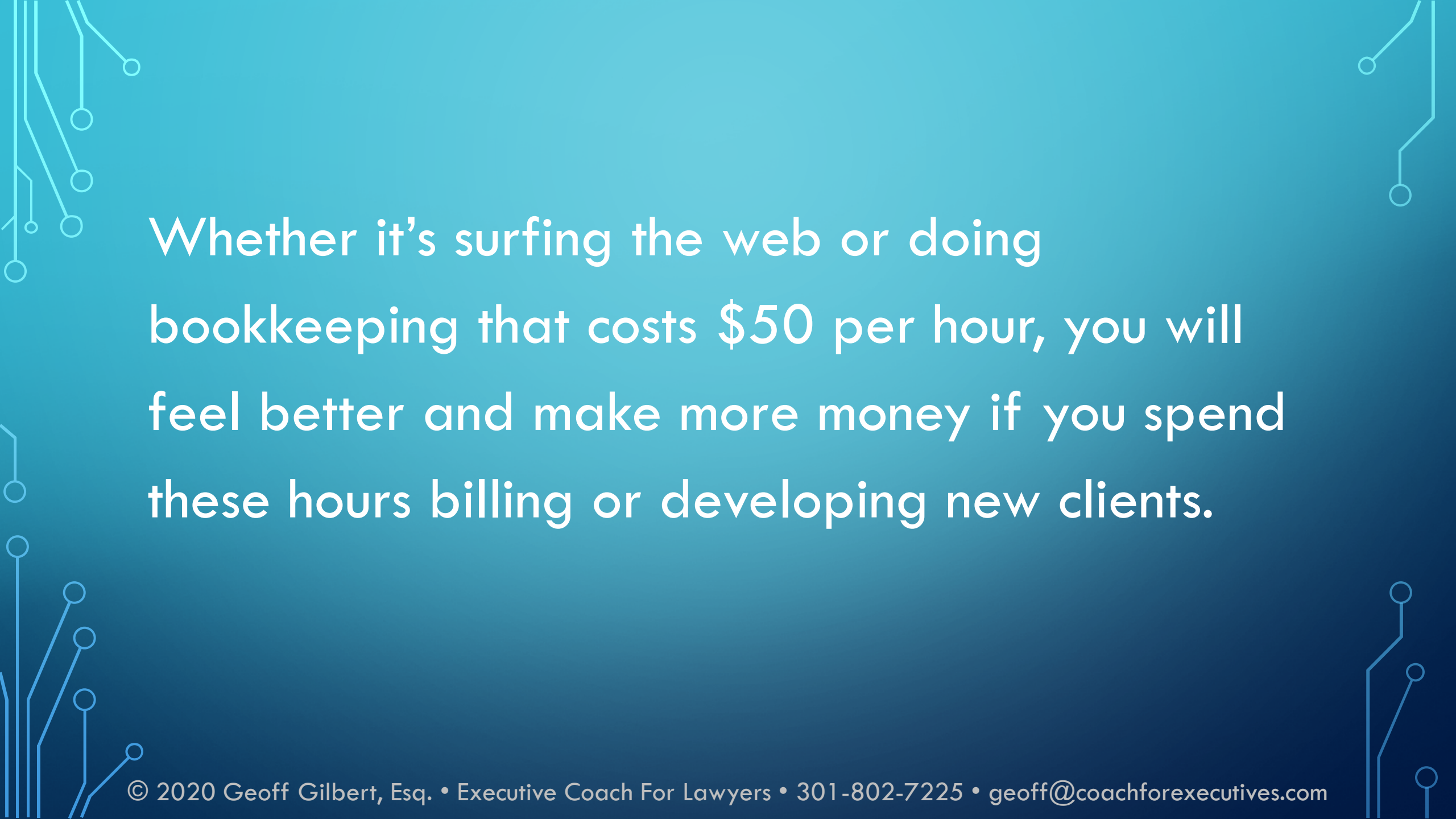
This list includes those items that you do that could be done for less than your hourly rate.

(Examples: bookkeeping, admin work, filing, etc.)



STRATEGY #6: LIST THE TASKS YOU DO THAT ARE NOT A GOOD USE OF YOUR TIME

Those lost profits are called the “opportunity cost.”

The background is a dark teal color with decorative white circuit-like lines in the corners. These lines consist of straight segments connected by small circles, resembling a network or data flow diagram. The lines are most prominent in the top-left, top-right, and bottom-left corners, with some extending towards the bottom-right corner.

Whether it's surfing the web or doing bookkeeping that costs \$50 per hour, you will feel better and make more money if you spend these hours billing or developing new clients.

STRATEGY #7: CHANGE YOUR HABITS

It takes three weeks to change a habit to become more productive and profitable.

STRATEGY #7: CHANGE YOUR HABITS

For all of my clients, changing a habit is tough. It takes time and coaching to help lawyers change what they do at work and to hold them accountable for making the change.

STRATEGY #7: CHANGE YOUR HABITS

It's worth it. You can use the time you free up to:

1. Enjoy your family more.
2. Take more vacations or long weekends.
3. Find a hobby or other activity that feeds you.

AREAS WHERE COACHING HELPS

- ✓ Improve billing & collections
- ✓ Teach clients to pay on time
- ✓ Handle difficult clients
- ✓ Resolve employee problems
- ✓ Manage lawyers, paralegals, & staff
- ✓ Improve employee retention
- ✓ Decide what to outsource & what to keep in-house
- ✓ Increase revenue & reduce expenses
- ✓ Make lawyers more productive & profitable
- ✓ Get ahead on your caseload
- ✓ Enjoy your practice
- ✓ Improve customer service
- ✓ Create a succession strategy
- ✓ Improve delegation skills



QUESTION FOR ATTORNEYS:

What will you do differently in your practice to make you more productive and profitable?



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