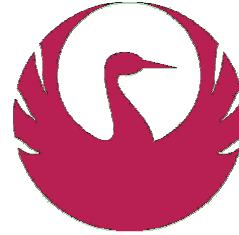


Beyond the Brief presents

# The Phoenix Forum

Dedicated to helping you build  
an **exceptional** law firm



Imagine what your **exceptional** legal business will look like ...

- ✓ A clear market leadership position in your niche practice resilient against new market entrants.
- ✓ A loyal and growing client base.
- ✓ Highly efficient processes delivering strong margins.
- ✓ Using best leadership and management practices to “set their people up to succeed”.
- ✓ Risks quantified and controlled achieving lowest possible PI premium.
- ✓ A strong and reliable cash flow.
- ✓ A well managed business allowing you to plan for future exit.

But for many firms this position may seem a long way away. Margins are being squeezed, cashflow is irregular, client loyalty seems like a thing of the past and compliance is a nightmare.

To move from today’s reality to tomorrow’s vision you need to understand the issues, know what best practice looks like in each area and develop a robust plan for getting there. The Phoenix Forum is a platform where legal business leaders will explore and debate the challenges facing their firms, be exposed to industry best practices and identify the practical steps they can take to move their business forward.

The seminar is interactive: speakers will share experience and best practices, take questions and facilitate debate. Refreshments will be provided and there is open networking time at the end of the seminar.

\* 4 hours CPD is available from Beyond the Brief on behalf of the Phoenix Forum

Beyond the Brief are delighted to invite partners and senior members of legal practices to attend the Phoenix Forum.

**Date:** 18th February 2010  
**Time:** 8.30am to 12.30pm (lunch is provided)  
**Venue:** Royal Bank of Scotland  
1 Spinningfields Square  
Manchester M3 3AP  
**Cost:** £50 per person\*\*

To reserve your place please complete and fax back this form to fax no: **0845 017 6788** or register online at [www.phoenix-forum.com](http://www.phoenix-forum.com)

**Your name:**

**Your job title:**

**Your company:**

**Your contact telephone number:**

**Your email address:**

\*\* No fee is paid to Royal Bank of Scotland

# AGENDA

## Ann Page

### How to be and stay motivated in times of change and uncertainty

Learn a fun technique to become and stay motivated in these uncertain times. Understand the impact of change on you and your team as well as being able to motivate and manage them effectively on the change journey.

## Sarah Goulbourne

### So what's in Your Business Plan

Discover how to deliver your vision into profit reality. Sarah will deliver an 8 step strategy for these changing times

## Jayne Smith

### Saving costs by reducing the ratio of support staff to fee earners

Increase your profit margins by keeping a tighter control on your costs. Jayne will show you how to maximise the use of digital dictation systems and what changes need to be made to have effective impact.

## Ian Brodie

### Unlock the business-winning potential of your team

Create a consistent, effective business development capability in your firm by identifying and nurturing your potential future rain-makers. Learn how to develop strategies to unlock the potential for cross-selling across the firm and establish long-term client partnerships which go beyond individual relationships.

## Adèle Warchester

### Whistle-stop guide on surviving an SRA monitoring visit

You will know what to expect and what documents you will have to produce and become aware of common breaches of regulations. Listen to practical tips and advice on how to be best prepared!



On Ann Page, Beyond the Brief:

***"An excellent course and extremely knowledgeable and gifted speaker."***

Hugh Strickland, Partner, Geldards LLP Solicitors

On Sarah Goulbourne:

***"We found her insightful and focused ... she helped us achieve a great result from the day"***

Mark Briegal, Partner, Ralli Solicitors

On Jayne Smith, Document Direct:

***"I used to dread dealing with sudden absences and holiday cover. Document Direct ended that worry."***

Steve Battarbee, Managing Partner, KBK Law

On Ian Brodie:

***"Inspirational and thought provoking ... showing a real understanding of selling professional services."***

Christine Oxenburgh, Consultant, Gorvins Solicitors

On Adèle Warchester:

***"Adèle has been an asset for the firm providing valuable guidance from her considerable experience."***

Venisha Shah, Director, Ashcroft Simmonds