

# Leadership Master Class

A full-day leadership workshop for law firm and legal department leaders

October 3, 2019  
Denver, CO USA

**LEADERSHIP FOR LAWYERS** llc



## Leadership Training for Lawyers

A highly interactive and practical workshop for lawyers and professional staff of law firms and legal departments. Topics include:

- ▶ Changing expectations & roles of leaders
- ▶ Giving feedback & difficult conversations
- ▶ Influence and persuasion
- ▶ Leading high performing teams
- ▶ Managing cross-generational groups
- ▶ Leading change initiatives
- ▶ Developing a strategic network
- ▶ Resiliency, grit and managing stress
- ▶ Growth mindset and culture
- ▶ Developing a vision and engaging others

Master class limited to 25 participants.

**When:** October 3, 2019, 8:30 am - 5:15 pm

**Where:** Denver, CO USA

**Who:** Any current or emerging law firm or legal department leader, including practice/industry group leaders, committee chairs, client team leaders, C-level executives, professional staff, business professionals, department leaders, chief legal officers, legal operations, general counsel and in-house counsel.

**Led by:** Mark Beese, President of Leadership for Lawyers and Adjunct Faculty, University of Denver School of Law

**More:** [www.leadership.lawyer](http://www.leadership.lawyer)

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## Agenda

Denver, CO USA

8:00 AM **Registration**

8:30 AM **Welcome & Introductions**

9:00 AM **Why is Leadership Important?**

The legal profession is in a time of dynamic change. We will start the day off with a look at the leadership challenges facing leaders, and the changing roles of law firm and legal department leaders.

9:30 AM **Growth Mindset/Leadership Culture**

Using recent research on "Growth Mindset", we will look at how effective leaders can create a culture of collaboration, engagement and learning.

10:00 AM **Break**

10:15 AM **Giving Feedback and Managing Difficult Conversations**

Giving effective feedback is a critical leadership skill for self-improvement, developing credibility, mentoring and building effective teams. We use the SBI (Situation, Behavior, Impact) model. Participants have an opportunity to plan out SBI sessions and role play giving constructive feedback to each other. We will also look at models and tips for managing difficult conversations involving feedback and performance improvement.

11:00 AM **Persuasion and Influence Corporate Storytelling**

Participants will gain an understanding how persuasion and influence work in law firms, with role-playing exercises using effective persuasion techniques.

12:00 **Lunch: Leading Across Generations**

Different generations have varying views and values when it comes to work. In this session, we look at how generations differ in how they approach work and how to manage across generational differences, with a focus on managing millennials in legal organizations.

12:45 PM **Leading Change**

Participants will take a self-assessment to better understand their change style preferences. Using the results, we will look at various strategies to lead and manage change in risk-adverse organizations.

2:00 PM **Break**

2:15 PM **Leading High Performing Teams**

This module introduces several models of high performing teams, stages of team development and skills for leading teams in a law firm or legal department. Participants will engage in an activity that illustrates these models and leadership skills, and discuss how they can be applied in their organizations.

3:45 PM **Resiliency, Grit, and Stress**

Being a leader in a law firm or legal department is a stressful endeavor. Leaders need to take care of themselves, recognize stress in their teams, and create a health culture.

4:15 PM **Vision, Reflection and Planning**

Leaders need to have a clear, compelling and challenging vision of the groups which they lead. Through a visioning exercise, participants will consider their personal vision and begin a personal leadership plan.

5:15 PM **Q&A, Wrap-Up**

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## **Mark Beese** Workshop Facilitator

Mark is President of Leadership for Lawyers, LLC, a consultancy focused on helping lawyers become better leaders. He provides training, coaching and consultation to firms in the areas of leadership development, business development and innovation with law firms and legal departments around the world. His clients range from small, single office firms to global 50 firms.

He focuses his work on helping firms and in-house departments adapt to the “new normal” by equipping lawyers and business staff with leadership skills, tools and direction. He works with managing partners, executive committee members, C-level executives, practice group leaders, CLOs and in-house counsel to improve their performance.

Mark is a former adjunct faculty at the Center for Creative Leadership. He focused on issues of change leadership, team development, influence, cross-generation issues, collaboration, innovation and design thinking.

He is a Fellow of the College of Law Practice Management. In 2014 he was inducted into the Legal Marketing Association Hall of Fame, one of only 25 leaders to have received this honor.

Mark is the former Chair of the Lawyer Leadership Committee of the American Bar Association, Law Practice Management Division. He is also a professional member of the International Leadership Association, the National Speakers Association, the Legal Marketing Association and the College of Law Practice Management.

Mark has more than 30 years experience as a consultant and chief marketing officer for professional services firms. He served as Chief Marketing Officer for Holland & Hart, a law firm based in Denver, Director of Marketing for the New York law firm of Hodgson Russ and Director of Marketing for Kideney Architects in Buffalo, NY.

Mark is also an adjunct faculty member at the University of Denver Sturm School of Law, where he teaches Strategic Marketing and Business Development. He is certified and trained to administer several assessments, including the Myers-Briggs Type Indicator (MBTI), DiSC, the Change Style Instrument (CSI), Influence Style Indicator (ISI) and the Leadership Practices Inventory (LPI) among many other assessments and coaching tools.

Mark received his B.S. and M.B.A. from the University of Buffalo. He is a former international board member of the Legal Marketing Association and past president of the Rocky Mountain Legal Marketing Association. He is a past chair of the Marketing Committee of Terralex, an international association of law firms in 93 countries. He served as a faculty member of the Marketing Directors Institute and is a frequent speaker at the Marketing Partner Forum, Legal Marketing Association, Association of Legal Administrators, American Bar Association and Professional Development Consortium conferences.

An Eagle Scout, Mark volunteers in the realm of International Scouting, promoting peace, sustainability and collaboration among the world's 50 million Scouts.

# Register for the Leadership Master Class

Register online at [www.leadership.lawyer](http://www.leadership.lawyer)

Early-Bird Discount of 10% expires September 6, 2019.

Group Discounts for more than four people from the same firm are available.

**Denver, CO**

**October 3, 2019**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

☐ Master Class Registration - \$1,195 USD

☐ Early Bird Discount: Register before September 6th, 2019. 10% discount - \$1,075.50 USD

☐ Leadership Master Class AND Design Thinking for Legal Workshop - \$2,100 USD (\$290 Savings)

☐ Visa   ☐ Master Card   ☐ American Express   ☐ Check

☐ Card Number: \_\_\_\_\_

☐ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

☐ Signature: \_\_\_\_\_

## **Register by mail**

**Send this form, along with payment to:**

Leadership for Lawyers  
P.O. Box 417  
Evergreen, Colorado 80437-0417 USA

## **Location**

Fairfield & Woods P.C.  
Suite 2600  
1801 California Street  
Denver, CO 80202

## **Register online**

[www.leadership.lawyer](http://www.leadership.lawyer)  
Credit card payment only

## **Questions?**

Contact Mark Beese  
[mark@leadershipforlawyers.com](mailto:mark@leadershipforlawyers.com)  
(303) 913-8830

## **Conditions**

All cancellation and refund requests must be submitted by email thirty days before the event. Registration fees will be refunded, minus a \$300 administration fee. Substitute registrants from the same organization will be honored. No refunds will be granted for cancellations received after the conference begins or for no-shows.

[www.leadership.lawyer](http://www.leadership.lawyer)

# Leadership Master Class and Design Thinking Legal Workshop 2019 Locations and Dates

Leadership Master Class	Denver, CO	October 3, 2019
Design Thinking Legal Workshop	Denver, CO	October 4, 2019
Leadership Master Class	Seattle, WA	October 10, 2019
Design Thinking Legal Workshop	Seattle, WA	October 11, 2019
Leadership Master Class	San Francisco, CA	October 14, 2019
Design Thinking Legal Workshop	San Francisco, CA	October 15, 2019
Leadership Master Class	Boston, MA	October 17, 2019
Design Thinking Legal Workshop	Boston, MA	October 18, 2019
Leadership Master Class	Chicago, IL	October 29, 2019
Design Thinking Legal Workshop	Chicago, IL	October 30, 2019

For more information on the Design Thinking Legal Workshop, visit:

[www.leadership.lawyer](http://www.leadership.lawyer)