



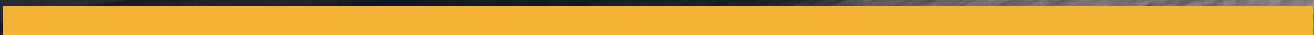
Productise & Profit!

Coaching program

Dec 2021

Lucy Dickens

DOING
LAW *Differently*



Design the
law firm you
need for the
life you want.

The problem



Law firms are bombarded with messages telling them to "innovate", "scale" and "modernise" their business. These constant and often conflicting messages can be overwhelming, especially if it's not "more" you're chasing.

Most of the lawyers I speak to tell me that all they really want is to be able to take a holiday. A short break away from the office to refresh and recharge and find some of that freedom they were chasing when they started their business.

Instead, they find themselves stuck in the trenches: settling documents, writing cheques, supervising staff, answering phones and find themselves tied to their inbox. If they take their foot off the pedal, the whole business slows down.

They're too busy doing client work so they can pay the bills and can't seem to find the time to work *on* their business. At the same time, they know that the legal market is changing, and if they don't do something differently, there could be choppy waters ahead.

The good news is that it doesn't have to be either/or.

If you're going to redesign your business, you might as well make it one you love – and you should definitely make it one that lets you take a holiday!

The program

Productise and Profit is an intensive 12-week coaching program designed to help you transform your law firm from a traditional practice to a thriving modern business that better suits your life.

The program includes comprehensive eLearning modules, live interactive webinars, workbooks and worksheets, accountability and one-to-one coaching.

The program includes:

- training in the Productise and Profit! method through over 50 eLearning modules - short, sharp, practical video and audio training you can complete at your own pace
- 1-1 coaching for personalised guidance to supercharge your efforts - fortnightly coaching calls plus email support in between, so you'll always have help when you need it;
- insights and tips from industry experts and law firm leaders
- comprehensive workbooks, worksheets and tools to guide your law firm transformation
- a detailed business plan template for you to complete throughout the program;
- Gallup CliftonStrengths Top 5 talent assessment.

How much does it cost?

Program and 1-1 coaching: \$3,995 (inc GST) or four payments of \$1,095

Program only: \$2,995 (inc GST) or four payments of \$855



The framework

You're ready to take your business to the next level. This Productise and Profit program will give you the guidance, support and accountability you need to make it happen. You'll see measurable, specific results based on your goals and vision and learn valuable business skills that will last a lifetime.

Your goal is to build a successful business that operates efficiently and effectively so you also have time for the other priorities in life. To do that, you need a clear roadmap to follow. My proven 6-step program, *Productise and Profit*, will help you get there.



This program gives you the roadmap you need to simplify your business, escape the billable hour and have more time for the other priorities in life.

Reshape your law firm and reclaim your life.

Our timeline

Below is an outline of how we'll work our way through the program. The eLearning modules will be released in stages and you can complete them at your own pace.

Step 1 - It all starts with a great vision

Weeks
1-2

We start by getting clear on your vision - what do you want your business to look like and how does it fit with the rest of your life? You'll work on understanding what you love to do within your business and what you'd love to never have to do again. You'll learn about your strengths and weaknesses and set some crystal clear goals.

Step 2 - Understand your clients

Weeks
3-4

Understanding your clients and designing services that solve their problems is the most foolproof way to business certainty. You'll spend time getting to know your clients - who are they? What problems are they facing? This exercise in customer development forms the foundation for designing your products and marketing your message.

Step 3 - Create amazing solutions

Week
5

People don't buy skills and features, they buy solutions to their problems. In step three, you'll work out what solutions you can provide and, importantly, how you'll differentiate yourself from your competitors.

Weeks

6-9

Step 4 - Productise your services

Learn the what, why and how of productised services. Then you'll map out your product ecosystem and begin developing your flagship products. You'll work on your pricing and scope and design a repeatable system for streamlined delivery for your products.

Weeks

9-11

Step 5 - Embrace modern marketing

Understand and articulate your unique value proposition - why should clients choose you? When you're clear on your positioning, you'll learn how to embrace modern marketing to make your message reach your ideal client.

Weeks

11-12

Step 6 - Optimise your operations

If you don't want your business to depend on you, you need to make it operate like a well oiled machine. Step five is about how you can use people, process, technology and knowledge management tools to do just that.

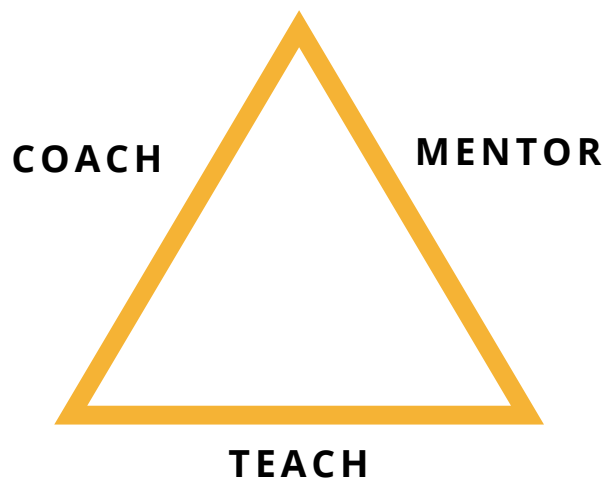


How my coaching works

My role is to help you design a vision for your business that aligns with your goals for your life and then to give you the strategies, guidance, support and accountability you need to take your vision from idea to reality.

I'll help you through the challenges you will inevitably face as a business owner. You can rely on me as a source of experience and expertise who will always have your best interests at heart.

I'll not only coach (help you find the right answers), I'll also mentor (show you the best way) and teach (show you how to do it).



Coaching isn't a done-for-you solution

In order to get the most out of the program, you need to commit to do the work. There's no silver bullet. You'll need to take action, not just come up with ideas. I'll give you the insights, guidance, help you set goals and hold you accountable, but it's up to you to execute.

How I'll help you



Strategic focus and a clear roadmap

It's easy to feel overwhelmed when you're juggling client work and business development. I'll help you focus your attention on the right things in the right order.



Increase your confidence

It's amazing how much more confident you can feel when you have someone in your corner. I'll be with you along the way, helping you take each next step towards success.



Crystal clear goal setting

You need to know exactly what you want to achieve before you formulate a plan. I'll help you think more strategically to define your goals.



Better ideas

I'll be your sounding board and bring my own creative thinking to help you tackle the problems you're facing in your business.



More accountability

I'll hold you accountable. I want you to implement change, not just come up with ideas.

About me



My Like most lawyers, my career started the traditional way: as a law clerk. I quickly discovered that my skills and passion lay not just in the practice of law, but in the business of law too. From early on in my career I developed her skills in various roles including lawyer, service designer, team leader, HR manager, business analyst and practice manager.

Today, I am known as a leader in legal innovation. While so many people focus on the 'what' and the 'why', my approach focuses on action. I am all about the 'how', and am just as interested in coming up with ideas as I am in seeing them brought to life. I am the author of Amazon #1 best seller, *It's Time To Do Law Differently: How To Reshape Your Firm and Regain Your Life*, a regular keynote speaker and host of the Top 10 *Doing Law Differently* Podcast.

In 2020, I was recognised as the Lawyer of the Year by The Law Society of Western Australia for my contribution to the legal profession, helping law firm owners and operators reshape their firms to keep pace with the changing economy.

I am a Director at Birman & Ride where I bring together people, process and technology to reshape the provision of legal services, constantly challenging the way things are done to see if they can be improved.

I am also the co-host of the successful podcast *The Juggle*, where my co-host and I explore topics to help career women have a satisfying career and a fulfilling family life.

What others say

"Honest. Practical. Creative. Lucy provides a refreshingly candid approach to legal services. She has clear thoughts on what law firms can do to improve in the 2020s, and simple steps that firms can take to manage and adjust to those (significant!) changes. She genuinely cares about lawyers and their clients. I really appreciated my time speaking with Lucy and developing strategies to build our business and vision over the next 12 months."

**Michael Morrissey, Managing Director,
Morrissey Law**

"Lucy's coaching has been a gamechanger for me and my business. Not only is her experience and insight invaluable but her personalised approach is refreshing. She doesn't try to make me or my business fit a rigid mould. Rather, she looks at the bigger picture and provides practical guidance on how I can achieve my personal goals for business, law and life. She helps turn business ideas into reality."

**Nikolina Palasrinne, Founder and
Principal, Rubix Legal**



Ready to get started?

If you're ready to get started, here's what you need to do:

- 1) Email me at lucy@lucydickens.com.au and let me know you're on board!
- 2) Start thinking about your goals. What do you want to achieve from this program?

I'm looking forward to helping you build the law firm you need for a life you love.

Lucy Dickens





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