

# Learn the Business of Law



**THE COLLEGE  
OF LAW**  
Western Australia

## **LEGAL PRACTICE MANAGEMENT 2017 COURSES**

This course is approved under the Legal Profession Rules for those required to undertake a Legal Practice Management Course.



Call **08 9214 0200**



Email **lpmc@collaw.edu.au**



Visit **collaw.edu.au/lpmc**

# ABOUT THE COLLEGE OF LAW

The College of Law is a national provider of legal education and training in Australia and New Zealand. We are the leading provider of practical legal training for admission to practise law with operations in the ACT, NSW, Victoria, Queensland, South Australia, Western Australia and New Zealand. We also offer the LLM (Applied Law) in a range of practice areas including Commercial Litigation, Commercial Transactions, Family Law, Property Law, Wills & Estates Law and In-house Practice.

## THE LEGAL PRACTICE MANAGEMENT COURSE

The College's Legal Practice Management Course builds on over 16 years' experience of running the equivalent program in New South Wales and Queensland in helping thousands of lawyers achieve their career goals of becoming a principal or establishing their own practice as a sole practitioner.

It also draws on our insights into legal practice gained from training law graduates for admission to practice using proven learning programs based on sound educational principles.

The course is approved under Rule 18I of the Legal Profession Rules 2009 (WA).

## FORMAT

The Legal Practice Management Course is built on sound training and educational principles and combines reading of relevant materials online followed by a three day workshop held at the College of Law Western Australia in the Perth CBD.

## ONLINE PRE-READINGS

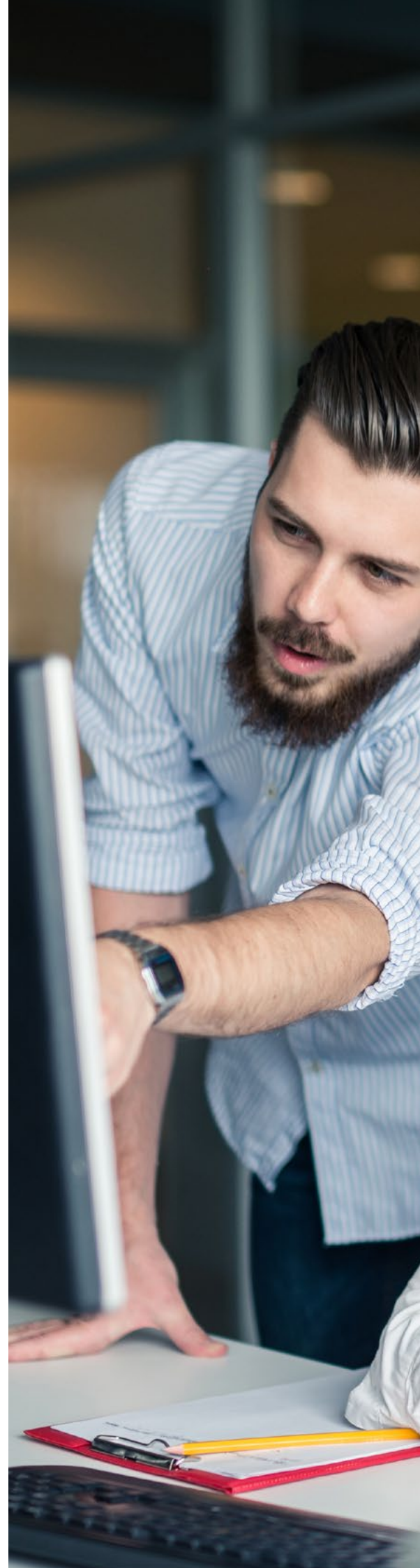
You will be given access to the College Learning Portal from the Course start date where you will access materials which form the basis of the assessments required to satisfactorily complete the course.



**You MUST complete the online component before you attend the workshop.**

## WORKSHOP

The Workshop is held over three days and covers nine key areas of practice.





# WORKSHOP SCHEDULE AND OUTCOMES

## DAY 1

### WELCOME AND INTRODUCTION

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#### PRACTICE STRUCTURES

At the end of this unit you will be able to:

- ▶ compare and contrast the different possible legal practice structures.
  - ▶ evaluate the capacity of the different structures to meet work-type, client, staffing and the practicing goals and needs of principals.
  - ▶ analyse how various components of particular practice structures should best be set up and implemented.
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#### FINANCIAL MANAGEMENT

At the end of this unit you will be able to:

- ▶ explore criteria to evaluate new business.
  - ▶ discuss the budgeting process and different methods of building a budget.
  - ▶ evaluate time recording as a profit lever.
  - ▶ compare different pricing strategies and calculate their impact on profitability.
  - ▶ analyse how leverage and growth will impact on the practice's financial performance.
  - ▶ understand the impact of WIP and review WIP reports for recoverability.
  - ▶ optimise WIP and debtor conversion in various areas of law and examine how both profit and cash are affected.
  - ▶ develop 'rules' to account for and minimise doubtful debts and write offs.
  - ▶ relate cash flow to profit distribution and drawings.
  - ▶ estimate the costs of running a file, including how to scope initially.
  - ▶ calculate the 'cost to finish' if something triggers further costs, including how to talk to a client about that.
  - ▶ analyse the costs of production of legal services.
  - ▶ manipulate different financial scenarios to predict profitability.
  - ▶ plan key 'profit improvement' strategies that can be effectively implemented.
  - ▶ calculate the practice's net profitability and project the impact of changes to revenue.
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#### TRUST ACCOUNTING

At the end of this unit you will be able to:

- ▶ outline the provisions governing the responsibilities of principal lawyers regarding trust monies.
- ▶ identify ways in which trust account provisions can inadvertently be breached and strategies to prevent these breaches.
- ▶ analyse current practices with respect to the maintenance of trust and office account records.
- ▶ implement any necessary policies and procedures to rectify poor practices.

# WORKSHOP SCHEDULE AND OUTCOMES

## DAY 2

### CLIENT DEVELOPMENT

At the end of this unit you will be able to:

- ▶ examine components of client relationships and build the necessary skills and behaviours to manage clients for future work opportunities.
- ▶ identify why existing clients are good prospects to grow revenue.
- ▶ outline how clients become pre-disposed to using the practice again.
- ▶ employ behaviours likely to encourage 'repeat business'.
- ▶ analyse the elements of professional relationship building.
- ▶ identify a variety of client maintenance tactics including upskilling.
- ▶ create and commit to an existing-client marketing plan, including measuring and reflecting on the success of your efforts.

### MANAGING PEOPLE

At the end of this unit you will be able to:

- ▶ analyse the elements of practice teams and effective working environments.
- ▶ discuss the value and importance of leadership and collaboration.
- ▶ explore what makes teams work, including maximising open and honest communication.
- ▶ analyse the reasons real collaboration is difficult to achieve and what to do about it.
- ▶ recognise how you 'fit in' and can boost your contribution to your team and practice group.
- ▶ identify the elements of effective workplace relationships.
- ▶ examine ways to create productive environments as either a contributor or leader of a team.
- ▶ outline techniques and create plans for effective 'influencing'.

### MANAGEMENT OF SELF

At the end of this unit you will be able to:

- ▶ examine the reasons and environmental elements for your current behaviour.
- ▶ identify what you need to do to be your best self.
- ▶ prioritise the essential 'hats' that you, as the principal of a practice, have to wear.
- ▶ explore how to adopt and reinforce 'habits of excellence'.
- ▶ outline a plan for self-managing.

## DAY 3

### TRUST ACCOUNTING EXAM

#### RISK

At the end of this unit you will be able to:

- ▶ examine your practice's current approaches to diagnosing internal and external risk.
- ▶ analyse your practice's current approaches to and systems for managing internal and external risk.
- ▶ identify where you or the practice might be vulnerable to business and professional risks.
- ▶ generate options and solutions for strengthening the practice's defences against risk, including service failures and professional liability.
- ▶ evaluate the effectiveness of newly implemented policies or procedures to protect against risk.
- ▶ 'map' practice strategies, policies and procedures against legislation to ensure compliance.

#### WORKFLOW SYSTEMS

At the end of this unit you will be able to:

- ▶ analyse the causes and negative impact of under-delegation in law practices.
- ▶ explore different methods of mapping processes.
- ▶ develop a clear vision of how to work on activities at an appropriate level.
- ▶ identify activities that cause inefficiency, error and delay, and that can be stripped.
- ▶ outline ways to cost-effectively improve the client experience.
- ▶ evaluate the utility and suitability of automated management systems.

#### ETHICS AND PROFESSIONAL STANDARDS

At the end of this unit you will be able to:

- ▶ outline the legislation and regulations governing ethical practice.
- ▶ specify the duties and responsibilities of principal and senior practitioners with respect to ethics and professional standards.
- ▶ identify ethical and responsibility issues that could potentially arise in your practice.
- ▶ examine best practice approaches to analysing and resolving ethical issues.
- ▶ list sources of ethical assistance and advice in determining appropriate courses of action.

#### WORKSHOP CONCLUSION



# ASSESSMENT STRUCTURE

The assessment structure for this course is summarised below:

ASSESSMENT	ACTIVITY	FORMAT	DUE DATE
Attendance and participation	Workshop	Attendance and satisfactory participation	See dates on the next page
50% exam	Trust Accounting	Open book multiple choice and short answer. Sample questions and answers are provided. <i>Duration - 1 hour 15 minutes.</i>	Day 3 of workshop
50% assessment	Part A Business Plan Part B Risk Analysis and Treatment Plan	Templates will be provided for these; to be submitted online	5 working days after the workshop conclusion

Once you have successfully completed the assessment items, you will be issued with a PMC Statement which you can provide to the Legal Practice Board

## MASTERS OF LAW

Completing your Legal Practice Management Course with The College of Law can be just the beginning. Your course may be counted as on subject's credit towards our Master of Law program. Our LLM is designed to enhance your on-the-job skills and take your career to the next level.

# LOCATION, PRICE AND DATES

## LOCATION

The workshop will be held at The College of Law Western Australia which is in Perth CBD.



## PRICE

Members price: **\$1,980**  
(Save \$220 If you are a College of Law  
alumni or Law Society of WA member)

Full price: **\$2,200**

## DATES

ORIENTATION	COURSE START	WORKSHOP DATES	END DATE
Mon 22 Jan 2018	Mon 29 Jan 2018	Thurs 15 – Sat 17 Feb 2018	Fri 9 Mar 2018
Mon 16 Apr 2018	Mon 23 Apr 2018	Thurs 10 – Sat 12 May 2018	Fri 1 Jun 2018
Mon 9 Jul 2018	Mon 16 Jul 2018	Thurs 2 – Sat 4 Aug 2018	Fri 24 Aug 2018
Mon 28 Aug 2017	Mon 27 Aug 2018	Thurs 13 – Sat 15 Sep 2018	Fri 5 Oct 2018
Mon 22 Oct 2018	Mon 29 Oct 2018	Thurs 15 – Sat 17 Nov 2018	Fri 7 Dec 2018

For more information contact us on **08 9214 0200** or **mbarker@collaw.edu.au**.  
Register online at **[www.collaw.edu.au/lpmc](http://www.collaw.edu.au/lpmc)**

The information provided in this Handbook was correct at the time of printing - July 2017.  
Please check our website at **[collaw.edu.au/lpmc](http://collaw.edu.au/lpmc)** for the most up-to-date information.









