



PRACTICE MANAGEMENT

ADVISORY SERVICE

Practice 360° Newsletter

July 2021

Calendar

Networking

Join us for Networking on Zoom following each Lunch and Learn session.

(See schedule on the right.)

COVID-19 Resources

[Coping During COVID-19: You Are Not Alone](#) (D.C. Bar, Lawyer Assistance Program)

[COVID-19 and Well-Being](#) (D.C. Bar, Lawyer Assistance Program)

[Well-Being Tips for Working at Home](#) (D.C. Bar, Lawyer Assistance Program)

[Bracing for the Unexpected: Disaster Preparedness for Lawyers](#) (D.C. Bar, Practice Management Advisory Service)

Lunch and Learn

During the pandemic, our programs are available on **Zoom**.

All Lunch and Learn programs begin at Noon.

Register for any or all at lunchandlearn@dcbbar.org

August 5, 2021
Hands-on with Fastcase

Register

Read more at **Small Firm Lunch and Learn Series**

All programs begin at Noon. You may attend by Zoom video conference. Register for any or all [here](#).

The *Lunch and Learn Series* is [here](#). New programs are added regularly. Recordings and materials from recent programs are [here](#). If you have an idea for a program, let us know at: lunchandlearn@dcbbar.org.

And if you missed *20 Ways to Increase Your Firm's Online Visibility* with Annette Choti, *Next Level Online Oral Communication & Advocacy Skills* with Christine Clapp, *Collaborative Law Practice* with Alice Ahearn & Emily Baker, the *5 Most Common Trust Accounting Mistakes* with Tom Boyle, *What Lawyers Need to Know about Malpractice & Cyber Insurance* with Mark Lefever of USI Affinity, or any other

[Quick Start Guide to Launching a Firm During the Pandemic](#) (D.C. Bar, Practice Management Advisory Service)

[New Law Firm Quick Start Technology Guide](#) (D.C. Bar, Practice Management Advisory Service)

[Working Remotely During the Pandemic: A Guide to Bar Member Benefits](#) (D.C. Bar, Practice Management Advisory Service)

[Legal Ethics in the Age of Coronavirus](#) (D.C. Bar, Legal Ethics Program)

[Link to other D.C. Bar Covid-19 Resources](#)

PMAS Events

July 2021

July 15 – *Practice 360°| A Day for Lawyers & Law Firms*

Ethics

Here is new ethics guidance on **Conflict of Interest Issues Related to Witnesses**, [Legal Ethics Opinion 380](#) and **Responding to Third-Party Subpoenas**, [Legal Ethics Opinion 381](#).

Other Events

For the results of the groundbreaking study on attorney mental health and well-being, [click here](#).

programs this year, here are the [recordings](#) and [materials](#).

Basic Training & Beyond

Here is how to start, grow and manage a law firm in a large, urban market during a pandemic. Our monthly [Basic Training & Beyond](#), is set for August 11 and 18 (9:15 a.m. – 4:30 p.m.) We will meet by Zoom videoconference. [Register here](#).

This program has been presented 278 times for more than 4,000 lawyers over the last thirteen years and many have launched and are operating small law firms. We keep in touch with many small firms and what we learn informs the content for this program.

Managing Money

Learn how to onboard a new client by creating the appropriate fee agreement; make the proper entries onto the client ledger and trust account, when needed; track the established earning mechanism; and make proper entries in the firm's operating or business account.

[Register for an upcoming session or schedule a session for your firm here.](#)

Successful Small Firm Practice Course

Registration is open for the Successful Small Firm Practice Course later this year. We cover all aspects of starting, managing and growing a law firm in the District. The Course is more in-depth than Basic Training because attendees create work product for their firm, such as a business plan, fee agreements and marketing content.

[Register here for the day sessions or weekend sessions.](#)

[Continuing Legal Education programs](#)
[Communities Events](#)
[Pro Bono Center training programs](#)

PMAS Links and Free Downloads

[Law Firm Management Assessment \(Self-Check\)](#)

[Small firm legal trends and compensation reports](#)

[e-Manual for Basic Training & Beyond](#)

[More PMAS programs](#)

From the Desks of Dan and Rochelle



D.C. Bar Practice Management Advisory Service

Meet our Advisors:
Dan Mills, Practice Management Advisor
Rochelle Washington, Practice Management Advisor



PRACTICE 360°
A DAY FOR
LAWYERS & LAW FIRMS

FREE MEMBER EVENT
July 15, 2021

DC BAR

This event is for law firm owners, managers, and start-up firms who want to serve clients and increase revenue efficiently and ethically. You won't want to miss this day full of [virtual course offerings](#), **free** to D.C. Bar members. Programming will cover firm management topics, to include law firm automation, ethics, wellness, marketing and more. The event features cutting-edge content and experienced

speakers, a virtual vendor hall, networking opportunities and up to three free CLE ethics credits. Join us virtually and revolutionize the way you manage your law firm. [Register here.](#)

-- Rochelle

Hire for Attitude, Train for Skill

But how, you might ask, does a lawyer bring a new lawyer or paralegal into the firm by following this advice? Hiring talent is tough. Lawyers can make the mistake of focusing on skill sets with the hope that the new hire can just go to work with little or no training. Every new hire needs some amount of training as they come into the firm. In the long run, it is wiser to hire for attitude and train for the skills necessary for your firm. Hiring for attitude means conducting a good interview and vetting a potential hire on mindset. Ask open-ended questions. Get the candidate talking. Talk about your expectations and see how the candidate reacts. How does the candidate deal with adversity, with unexpected demands, with challenging people, and what do they value? What do they want for themselves? And when you begin to hire for attitude and train for skill, do indeed have adequate training established in your firm. Otherwise, you will have a very disappointed new hire.

-- Dan

Dan & Rochelle

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