



PRACTICE MANAGEMENT ADVISORY SERVICE

September 2025

From the Desks of Your D.C. Bar Practice Management Advisors



Practice 360°: Tools You Can Use Tomorrow

On October 8, [Practice 360°](#) returns for a full day at D.C. Bar Headquarters with one goal: to give lawyers the tools they need to run their businesses. It's about working on your firm, not just in it, and focusing on business strategies that will help you grow and manage a law firm. How do you draft engagement agreements that protect both you and your clients? What marketing tactics actually work when you're competing for attention online? How do you stay steady and persuasive when a negotiation takes an unexpected turn?

Throughout the day, you'll hear from experienced practitioners and experts who work directly with solo and small firm lawyers. Sessions cover everything from AI

demonstrations of tools you can use in your firm, to overlooked but powerful marketing strategies, to the ethics of engagement and withdrawal. There's even an applied improv workshop designed to help you build confidence and resilience in high-stakes conversations.

[Practice 360°](#) is about walking away with something you can use tomorrow—whether that's a better system for intake and billing, a new tool for content marketing, or a different way of showing up in client meetings. It's also a chance to connect with other lawyers navigating the same challenges, swap ideas, and share what's working in practice right now.

Basic Training & Beyond

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Here is how to start, grow and manage a law firm in a large, urban market.

Our monthly [Basic Training & Beyond](#) is set for **September 16 & 23, 2025**, from **9:15 a.m. to 4:30 p.m.** We will meet in person in the Williamson Conference Room on the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

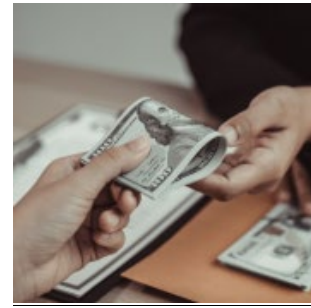
This program has been presented more than four hundred times for more than 5,000 lawyers over the last seventeen years, and many have launched and are now operating small firms. We stay connected with many small firms, and what we learn informs the content for this program.

Managing Money

Managing Money

Our next in-person session of Managing Money is set for **September 22, 2025, from 9:00 a.m. to 12:30 p.m.**

We also present Managing Money on request for a law firm or organization.



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

Lunch and Learn

PMAS is collaborating with the [Law Practice Management Community](#) to bring you the following [Lunch and Learn](#) program:

- September 18 – Artificial Intelligence (AI) Literacy for Solos & Small Firm Counsel

LPM; PMAS Productions

All programs begin at Noon on Zoom. Register for any and all [here](#).

Successful Small Firm Course

Are you interested in a business incubator approach to growing your law firm?

Consider working with us on an individual basis. We now offer the **Successful Small Firm Practice Course** in a series of one-on-one sessions on Zoom.

The Course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback,

and guidance. Lawyers focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving their business goals. If you are interested in this approach to creating and growing a law firm, contact PMAS@dcbar.org.

Resources

Missed any of these recent sessions? You can [access the recordings and materials anytime](#).

Here's a glimpse of some recent sessions:

- **What's It Like to be a Criminal Defense-Court-Appointed Lawyer in D.C.?**
- **AI for Small Firms**
- **AI in Action - ChatGPT & Descript for Law Firm Marketing**
- **Avoiding the Unauthorized Practice of Law, Especially When Waiving into the D.C. Bar**

If you are interested in a practice management assessment, [click here](#).

– Kaitlin & Dan

In other news . . .

For more tips on transitioning out of public service, read our [latest article in Duly Noted](#).

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

Read the [LAP Spring Newsletter](#).

For more information on PMAS programs, [click here](#).

CLE, Communities Events & Pro Bono:

Continuing Legal Education programs are [here](#).

Communities Events are [here](#).

Pro Bono Center training programs are scheduled [here](#).

As we return to D.C. Bar headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

Our Practice Management Advisors are:

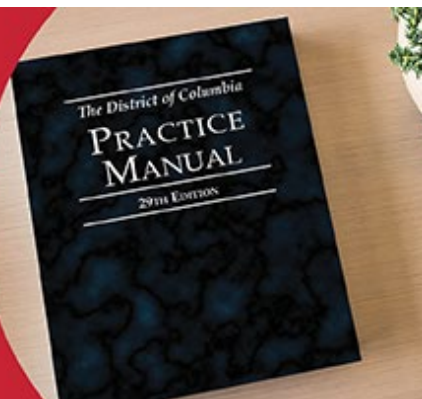
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Practice Management Advisors have a free and confidential relationship with D.C. Bar members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.

District of Columbia Practice Manual

Every D.C. Lawyer's Must-Have Resource



This two-volume title, typically priced at \$495, is being offered to subscribers of this newsletter at a discounted rate of \$450. To obtain the discount code, please reach out to communitiesregistration@dcbbar.org.



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[Practice 360°](#) | [Courses and Trainings](#) | [Mentoring Resource](#)