

A group of three professionals in a meeting, looking at a whiteboard with sticky notes. The scene is dimly lit with a blue tint. A woman in the foreground is looking up and to the right. Behind her, another woman is looking at a sticky note. To the right, a man with glasses is writing on the whiteboard with a marker. The whiteboard has several sticky notes attached to it.

# THE FRAHAN LEGAL ACADEMY CATALOGUE

We design and deliver  
top-tier **soft skills** training  
programs that create value  
for your lawyers and your  
organisation.

**FRAHAN**

# OVERVIEW

We offer soft skills training programs in four areas of critical importance for lawyers: **professional excellence**, **business development**, **managing people** and **organisation**.

| Professional Excellence   | Business Development   | Managing People   | Organisation  |
|---|--|---|---|
| <ul style="list-style-type: none"><li>✔ Writing Skills</li><li>✔ Presentation Skills</li><li>✔ The Legal Mind</li><li>✔ Legal Design</li><li>✔ Managing (Virtual) Meetings</li><li>✔ Negotiation Skills</li></ul> | <ul style="list-style-type: none"><li>✔ Socialising Skills</li><li>✔ Client Care</li><li>✔ Overview of BD</li><li>✔ Powerful BD Habits</li><li>✔ Pricing Models</li><li>✔ Conducting Sales Conversations</li></ul> | <ul style="list-style-type: none"><li>✔ Overview of HR Management</li><li>✔ Managing a Team of Lawyers</li><li>✔ Giving and Receiving Feedback</li><li>✔ The Hiring Interview</li><li>✔ The Performance Appraisal Interview</li><li>✔ Managing Stress</li></ul> | <ul style="list-style-type: none"><li>✔ The Wheel Model</li><li>✔ Personal Productivity</li><li>✔ Project Management</li><li>✔ Law Firm Economics</li></ul> |

# PROFESSIONAL EXCELLENCE

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## Writing Skills

Crafting legal advice in emails and memos that creates value for clients.



## Legal Design

How visual thinking can transform how lawyers think and communicate.



## Presentation Skills

Six keys to outstanding presentations.



## Managing (Virtual) Meetings

Tips for making meetings more interactive, pleasant, and productive.



## The Legal Mind

How lawyers (should) think about rules, risks, and ethics.



## Negotiation Skills

A structured approach to managing and succeeding in complex negotiations.

# BUSINESS DEVELOPMENT



## Socializing Skills

How to connect with clients and prospects at social events, introduce yourself, engage in meaningful conversations, identify opportunities, and follow up effectively.



## Client Care

Understanding client centricity, clients' needs and psychology, and how to create value.



## Overview of Business Development

From attracting potential clients to converting leads and turning one-time clients into clients for life.



## Powerful BD Habits

Create your daily routine to develop your business.



## Pricing Models

What are the possible pricing models for legal services and how to determine which is optimal for you and your clients?



## Conducting Sales Conversations

How to manage the sales process? When and how should you talk about the fees? How to structure your engagement letter? How to follow up and close the deal?

# MANAGING PEOPLE

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## Overview of HR Management

The ten key areas of HR management in law firms or law departments and how to optimise their effectiveness.



## Managing a Team of Lawyers

Goalsetting, delegation, motivation, communication, emotional intelligence, team spirit, performance management, and leadership.



## Giving and Receiving Feedback

The benefits and the psychology of feedback, and how to give and receive feedback in a constructive, effective way.



## The Hiring Interview

Hands-on preparation for lawyers and HR managers about to lead hiring interviews.



## The Performance Appraisal Interview

Hands-on preparation for partners and HR managers about to lead performance appraisal interviews.



## Managing Stress

Understanding stress and discovering how to build a healthy lifestyle.

# ORGANISATION

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## The Wheel Model

The eight key functions of effective law firm management, and how to make them work.



## Personal Productivity

How to set up habits to boost productivity, save time, get things done, meet deadlines, and remain happy.



## Project Management

The four steps of project management, tools and tips for agile project management and how to manage a portfolio of projects.



## Law Firm Economics

Understanding the business model of law firms: pricing model, revenues, cost structure and budgeting, remuneration systems, cash flow management, financial KPIs.

# NEXT STEP



To find more information about our programs, please visit our website at

[www.frahan.com/academy](http://www.frahan.com/academy)

To discuss the learning & development needs and goals of your law firm our law department, please contact

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