

“THE BUSINESS OF BUSINESS IS BUSINESS”

Milton Friedman

- They did not teach you how to run a business in law school or medical school
- Two foundational concepts for success:
 - Entrepreneurial mindset (you must be willing to fail to get better)
 - “Trust But Verify” philosophy
- Are you ready for 2015?
- What is your plan?

“If you don’t know where you are going any road will take you there” Alice in Wonderland

Business planning simplified:

- SWOT gives you a baseline
- Set your goals or objectives
- Conduct a gap analysis between your baseline and your goals
- Create a detailed plan to close the gap using 80/20 principles to prioritize your actions
- Use of Force Multipliers to improve the effectiveness of your efforts

- My government career afforded me an exceptionally broad and varied business education.
- Bars, restaurants, marinas, golf courses, gyms, fitness centers, child development centers, auto repair, movie theaters, liquor stores, outdoor adventure schools, swimming pools, youth camps, big box retail (Target/ Walmart style)
- This experience took me to Iraq to work counterinsurgency operations

- Use “soft power” to calm the citizenry
- Provincial Reconstruction Teams
- No small business administration
- Tribal engagement
- The Power of **Trustworthiness** (huge Force multiplier)

Know thy self, know thy enemy. A thousand battles a thousand victories. “Sun Tzu”

- Know your company's SWOT
- Know your objective
- Know your market
- Know your competition
- Challenge your assumptions (you are not always right)

“Sun Tzu said: “Tactics without strategy is the noise before defeat”.

- Don't act without data and/or a plan. **Patience** is a force multiplier
- Adopt a Trust But Verify philosophy (check facts)
- Don't jump to conclusions e.g. (cook after the lamb)

Covey said it best “seek first to understand then to be understood” **Listening** is a force multiplier

- Hookah sessions. Pentagon training for mindless meetings:
 - Soccer balls to kids
 - Sheep Dipping tanks
 - Respect the house hold
 - 100 soccer fields in 100 days (peace through sports)
 - Generators vs. heat... 300 gallon water tank

- **Anonymity is a force multiplier** (if you don't care about receiving credit you can do amazing things). Working behind the scenes allowing others to receive credit is a very powerful tactic. You accomplish your goals and build loyalty from the people you help.
- Marines push authority down to the lowest competent level there by improving agility.

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- **Trustworthiness**
- **Intelligence**
- **Patience**
- **Anonymity**
- **Listening**

- “The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will”...Vince Lombardi

- Intake process
- Practice areas
- Finance
- Marketing
- Infrastructure
- Cases

SWOT Analysis Intake Process

Strengths:

- Empathetic friendly personnel
- Extended hours of operation
- Sincere about helping people

Weaknesses:

- No script or for intake personnel
- No training for new personnel
- No QA on intake process
- Not tracking where contacts are coming from
- Phone system not people friendly
- No time metric for contact after inquiry

Opportunities:

- Create standardize intake script/questions with forms
- Establish standardize training for all new personnel
- Have incoming calls recorded for QA purposes
- Set up phone system with live body contact option

Threats:

- Lost revenue from inconsistent intake process
- Damage to reputation if intake process appears undefined or unprofessional
- Lost contact source data to improve marketing

Practice Area SWOT Analysis

Strengths:

- Highly qualified Lawyers
- Stellar court record and reputation
- Strong administrative support and a team of paraprofessionals
- State of the art technology
- Low turnover

Weaknesses:

- Overwhelming number of pro bono cases
- Limited new leads coming in
- No marketing underway to attract new clients
- Accounts receivable averaging 120 days to collect payments

Opportunities:

- Create public relations campaign around pro bono work
- New corporate office park under construction will support commercial law practice area
- Establish new website to promote quality and reputation of the firm

Threats:

- Large international firm opening offices in your territory
- Inadequate operating capital
- New State laws decriminalizing a category of crimes