



SOLUTIONS FOR YOU AND YOUR LEGAL BUSINESS

We help Lawyers to improve their businesses and meet their Compliance obligations by providing Consultancy, one to one Coaching, Physical and Digital On-line products.

- Our Products and Services
- Business Consultancy
- Engaging Training Solutions
- Peak Performance Coaching
- Specialist Coaching
- Books and Physical Programmes
- Digital and E-Learning Programmes

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WHO ARE LAWDACITY™?

Lawdacity™ was founded by Caroline Newman, a lawyer with a master's degree in law from London School of Economics (University of London). She is a certified Neuro Linguistic Practitioner Trainer and Master Practitioner. She is a certified Master Practitioner in Timeline Therapy™. She is a licensed Life Success Consultant and highly trained and experienced Professional Speaker. Healing therapies include Hypnotherapy and Theta Healing (used only as required). She is a lifelong learner and loves to share what she learns with other lawyers.



Following a successful career which included senior positions in local government and the charity sector, Caroline became a solicitor with SJ Berwin LLP (a top City of London and European law firm). She also set up her own successful law practice. She has been coaching and consulting with attorneys, barristers, solicitors and judges who want more success in their lives and helping them reach their goals since 2004.

She has sold and delivered training, consulting and coaching services to barristers' chambers, law firms, local authorities and central government, including the Legal Services Commission since 2004. She has also trained the police and members of the armed forces. She has worked with thousands of lawyers. She was an elected member of the Council of the Law Society of England and Wales for several years and Chair of its Diversity and Equality Committee. Caroline has won awards for entrepreneurship and for services to the Legal Profession.

LAWDACITY™ COACHING - GIVING YOU THE ADVANTAGE

We only work with lawyers, law firms and Barristers' chambers. We can work at different levels within your business. We can assist you with the fine detail of your specific issues. And we also help you to focus on the bigger picture. Our team bring a vast amount of experience gained in helping Companies from the Times Top 100, fortune 500 companies, International Law Firms, Charities and Government. We have helped law firms to react with clarity, insight and flexibility when confronted by challenges and helped maximise their agility and boldness when faced with new opportunities. We can help you develop the thinking strategies necessary to generate immediate, sustainable and measurable improvements to enhance performance throughout your organisation.

Our service has been described as "relevant, innovative and first class".

IN BUSINESS CHANGE IS INEVITABLE! IN LEGAL BUSINESS CHANGE IS HERE!

Uncertainty and change are constant forces that every business has to come to terms with. In the legal profession some of us are reeling from the constant change (not all of it good) that is taking place. External forces are putting extreme pressure on some parts of the profession.

- Are you being squeezed financially?
- Are you struggling to adapt to the changes?
- Is your firm or chambers designed for stability and continuity?
- Is it slow to adapt to the changes which are sweeping through our profession?
- Is it low on innovation and creativity?
- Did your firm lose money last year? Or is your firm growing and expanding? Is it nimble? Is it easy to effect change and bring your people with you?

HOW WE CAN HELP YOU - OUR COACHING OPTIONS

SHORT AND LONG TERM CONSULTANCY

We help you deal with problems you thought were insoluble to find new solutions that work. To be successful, your business needs to be flexible and able to reorganise quickly. We can help you to unlock the latent potential within your business. We can help you use your strength, inspiration and experience to help you thrive with change.

Have you considered the cost of not addressing the issue at hand? Consider both the effect of successfully resolving the situation and also the cost of not resolving the situation.

Where a problem has been misidentified, money tends to get wasted and further issues are created by attempting to solve the wrong problem. What makes now the right time to call us? Challenges and issues tend not to be resolved by ignoring them. They are resolved by appropriate action at the right time. Therefore the earlier you involve us in your planning or problem solving the better.

FACILITATION SERVICES

We help to bring ideas and clarity to aid your discussion and the mapping of issues. We help your people to work productively together and finding real and relevant solutions.

Raise the Bar™ ONE TO ONE COACHING AND MENTORING

This is our High Performance Personalised Coaching Programme for Solicitors, in-house Lawyers, Barristers, Associates, Legal Executives, Trainees. If you are already flying high and want to raise your game even higher then this is the programme for you. You will benefit by becoming a more highly valued member of your team.

"The best advice I ever got was to get a coach. So I have a coach. Everyone needs a coach. Every famous athlete. Every famous performer has a coach. Someone who can give you perspective. One thing people are not good at is seeing themselves as other people see them. A coach really really helps them".

Eric Schmidt, former CEO of Google

"I see no reason why I won't use a coach for the rest of my career."

Partner, Herbert Smith (top-ten City firm).

As far back as 2006, coaching accounted for 10% of it's non-legal training budget.

‘THROUGH LIFE’ HIGH PERFORMANCE COACHING TECHNOLOGY

Details of all our performance coaching modules can be found on our website www.Lawdacity.com

New Partner Programme

- Building rapport
- Career progression and promotion
- Client relationships – key to performance
- Delegation
- Developing emerging leaders
- Elevating individual performance – supremacy, not just survival
- Emotional intelligence (EI)
- Improving business knowledge
- Negotiation skills
- Neuro-linguistic programming (NLP)
- Project management
- Promoting strategic thinking
- Running effective meetings
- Setting smart goals
- Time management

Established Partner Development

- 6-step sales strategy for success
- Advanced communication skills
- Build reputation as preferred employer
- Building high performance teams
- Career progression and promotion
- Developing ‘home grown’ partners
- Developing management and leadership style
- Presentation skills for success
- Psychological empowerment
- Psychological profiling
- Successful networking

Pre and Post Maternity Leave Programme

- Life coaching
- Work life balance

Career Break Programmes

- Life coaching
- Work life balance

Crisis or Behavioural Intervention Programmes

- Behavioural change
- Conquering irrational fears/limiting beliefs
- Crisis intervention
- Dealing with bad habits/addictions
- Dealing with the workplace bully
- Life coaching
- Managing stress
- Stagnating? Reassess your values
- Well-being and performance

De-equitisation Counselling

- Life coaching
- Managing stress

End of Career Programmes

- Life coaching
- Succession planning
- Work life balance

Bespoke modules can be created to suit individual needs.

BUSINESS COACHING FOR BUSINESS OWNERS

Every day, members of our team work with business owners who want to feel good about their businesses. We believe that often business owners make decisions based on how they feel, and that this changes as they and their businesses go through the various cycles of business ownership. We help you to feel good about your business again and make decisions that are positive. We help you to:

- Save time and money
- Rethink the vision and strategic direction of your firm or chambers
- Increase the asset value of your legal business
- Coach your team to achieve their targets
- Increase utilisation and recovery rates
- Transform your Legal Business into a Consistently High Performing One
- Develop your leadership, management and coaching skills
- Get more quality clients
- Use social media effectively

Our clear commitment to you

- We design a bespoke programme to suit your particular requirements.
- We align our programme to your strategic objectives and desired outcomes.
- We design our intervention to produce effective results with the least interruption to your day-to-day working.
- We give you a fixed price for what we do.
- We'll travel to where you need us.
- We deliver on time.

We ask you and your candidate for feedback during and after completion of any transformation work.

SPECIALIST ONE to ONE COACHING

Bar2Bench™

A bespoke programme for solicitors and barristers who want to become judges. A combination of one to one consulting and coaching. You will massively improve your chances of becoming a judge where competition is very stiff. This programme will cover the following:

- The five competencies which you must achieve
- Detailed guidance on the career track to follow if you want to go down this route
- How to prepare for the examination
- How to prepare thoroughly for the role play where you will be the judge
- How to prepare for the interview
- Information for you on how to work with your assessors so they can provide the best possible assessment of your performance
- Includes a special report on the assessment process

Partnership Track™

A bespoke programme for solicitors and attorneys who want to become Partners in their law firms. The programme includes:

- What are the traits of a successful Partner
- Deciding and setting SMART goals
- Values
- Career Planning
- Profiling
- Business Development

"As more and more people begin to question the value of debt-fuelled, formalized, frequently-out-of-touch academic education, will personalized one-on-one coaching—often over phone or Skype video chat, and often far cheaper and more targeted than many college courses—become a new form of education for the 21st century?"
Forbes.com, 2011

Fast Track to Silk™

A bespoke programme for barristers and solicitor advocates who want to become Queens Counsel. We help with the QC appointments process and provide a combination of Consulting and Coaching to help you reach your goal. You will significantly increase your chances of become a QC. It includes:

- The six competencies that you must master to an excellent standard to be considered
- How to demonstrate your competencies in:
 - Understanding and using the law
 - Written Advocacy
 - Oral Advocacy
 - Working with Others
 - Diversity
 - Integrity

- Guidance on how to successfully complete the 64 page application form
- A Special Report on Assessments
- A Special Report on the Diversity Competency
- How to prepare so you have a fun and easy interview instead of a “grilling”

“Last year I was unsuccessful in my application for QC. This year a friend in Chambers introduced me to Caroline. I received some very helpful coaching sessions and I was successful in my application this year. Quite simply I could not have done it without you!” Successful 2011 QC

Law Leader™

Our flagship tried and tested Leadership programme is specifically tailored towards your responsibilities as a leader in your firm or chambers. You will become a vibrant and inspiring leader.

Lawnc and Grow™

A comprehensive coaching and consulting programme for lawyers who want to set up their own law firm or for Barristers who have Direct Access to clients. We provide the template documents you will need to set up right! You will avoid the devastating mistakes that many lawyers make when setting up their new legal business.

Charges for Caroline Newman’s Diversity Consultancy are calculated according to individual requirements.

TRAINING COURSES TO GROW YOUR LEGAL BUSINESS

We have teamed up with some of the best trainers to provide you with bespoke training to help you and your team to reach your goals and targets. You can choose from our existing range or we can tailor courses to your specific situation.

To help you meet your Compliance and Regulatory Obligations:

- Management course Stage 1
- Management course Stage 2
- Diversity and Inclusivity
- Practical Diversity
- Code of Conduct and Ethics/ Compliance
- Client Care

To Improve Performance:

- Speedreading
- Photoreading™
- Time Management
- Self and Energy Management
- Project Management

To Develop Your Business:

- Selling Professional Services
- Business Skills
- Client Care
- Networking for Success - how to become a more effective and confident business networker
- Business Networking Public Seminars
- Presentation Skills and Advanced Presentation Skills
- Business Benefits of Diversity
- Women-only Networking
- In-house Lawyers business networking training

To Develop Your Managers and Leaders

- Management Course Stage 1
- Management Course Stage 2
- Introduction to Management
- Leadership Skills
- Negotiating and Influencing
- Team Building
- Finance for Non-Financial Managers
- Supervisory Skills
- Managing Change
- Coaching Skills
- Facilitation Skills
- Mentoring Skills

To Select and Keep the Best People for Your Legal Business

- Interviewing and Selection Skills
- Performance Management and Appraisal Skills

Personal Development

- Assertiveness
- Creative Thinking & Problem Solving
- Confidence

To help you to maximise the benefits of Social Networking Sites

- LinkedIn Training
- The Ultimate Social Media course

IF YOU HAVE A SPECIFIC NEED JUST ASK US AND IF WE CAN'T HELP, WE PROBABLY KNOW SOMEONE WHO CAN.

THE TRIANGULAR RELATIONSHIP TO EXECUTIVE COACHING

Unmeasured coaching can create a 'Bermuda Triangle' of misunderstandings between the sponsor, the candidate and the coach, with the result that the coaching vanishes without trace.

At **Lawdacity™** Coaching, we believe that it is too subjective to measure 'fluffy' benefits such as better communications, and that the outcome should be focused on interactions among a team or impact on the firm, such as repeat or increased business.

We sometimes turn work away if there is not a strong three-way relationship established between lead and sponsoring partner, coach and candidate. For coaching to be truly effective it needs to be made absolutely clear to the candidate why the candidate is there and what the objectives are. At **Lawdacity™** Coaching, we will help clarify the issues, when necessary, and help define measurable objectives that will be assessed at the start and close of the coaching sessions.

What is discussed during the sessions remains confidential between coach and candidate.

YOU CHOOSE HOW WE WORK TOGETHER

We work in close collaboration with you and seek to understand your business. We do not try and tell you how to run your business. There are five main ways to help you:

1. MASTER CLASSES and 'TRAIN THE TRAINER' CLASSES

You first choose one or more client modules from the list on the right hand side of our home page. If you select two or even three modules then you can opt for a half-day session. Your coach will be pleased to advise you what will work best for you in terms of practicalities and economics. Training sessions are designed for groups of up to six people although we can cater for larger teams by special arrangement. Training typically takes place on client premises.

2. COACHING 1-2-1 (4 sessions)

We first meet you, or your candidate, for a FREE* initial one-hour scoping session. This is partly designed to ensure that candidate and coach have the right 'chemistry' (an imperative). It also helps ensure that no time is wasted during the first session. Our CEO, Caroline Newman, provides the majority of 1-2-1 coaching. Our other specialists are consulted when particular issues are uncovered such as lack of energy/nutritional deficiencies. The programme is comprised of four 'success sessions' lasting two and a half hours. These are scheduled every three weeks. During each 'success session' the candidate will explore the root causes of any inappropriate limiting beliefs or behaviours and learn new empowering techniques that can be put into practice immediately. The final session takes place up to six weeks after the third session to promote sustainability and discourage dependency. Four sessions are normally sufficient for most candidates. However, in certain circumstances we may propose longer programmes. Occasionally we may recommend conducting a 360-degree assessment of the candidate before and after the coaching sessions. Additional work is quoted for before paid for work commences.

*Scoping session is entirely FREE for candidates judged to be suitable for coaching by **Lawdacity™** Coaching and is within defined geographic regions (including Central London). Otherwise travel expenses will be charged.

3. TELEPHONE COACHING (10 sessions)

We meet you, or your candidate, face-to-face for an initial two-hour breakthrough session. This is designed to scope out exactly what you or your candidate wants to achieve from the coaching. This is followed up by weekly half hour telephone coaching sessions. Caroline Newman provides our telephone coaching.

4. COACHING 1-2-1 - 'Going for Gold' (12 sessions)

First we meet you, or your candidate, for a FREE* no obligation one-hour scoping session. This is designed to ensure that candidate and coach have the right 'chemistry' (an imperative).

Lawdacity™ Coaching begin the programme by conducting the first of a two-part 360-degree assessment of the candidate. The second part takes place towards the end of the programme. The assessment typically involves meeting different types of colleague within the firm or department to gain a broader understanding of the communication and leadership style of the individual to be coached. We use the findings to identify additional strengths, weaknesses and opportunities for the individual.

In the popular 'Going for Gold' programme our CEO, Caroline Newman alternates with one or more of our other experienced coaches to provide the 1-2-1 coaching. By using two coaches we ensure that the candidate is continually challenged and motivated using different styles and advanced coaching techniques. The alternating coach methodology helps reduce the risk of dependency upon a coach when undertaking advanced programmes. 'Going for Gold' consistently brings about extraordinarily effective and long-lasting results. The programme aims to create a 'balanced scorecard' - an inspiring and emotionally intelligent leader, with an adaptable 'situational' approach to management, who can work profitably and effectively with many different types of client.

'Going for Gold' is comprised of twelve 'success sessions' each lasting two and a half hours. These are scheduled to take place approximately every two weeks. In addition you have access to interim telephone coaching sessions. During each 'success session' the candidate will explore the root causes of any inappropriate limiting beliefs or behaviours and learn new empowering techniques that can be put into practice immediately. The final session takes place up to six weeks after the eleventh session to promote sustainability and discourage dependency.

How you benefit

- Working with Caroline Newman and one other of our specialist coaches for twelve face-to-face 'success sessions' over a six month duration.
- Interim telephone coaching session (up to 15 minutes) available between each face-to-face session.
- 360 degree assessment before and towards the end of the coaching.
- Advanced NLP and business performance methodology applied to create a 'balanced scorecard'.
- Detailed reports plus a list of clear and practical action points summarised within 48 hours of each session.
- Scoping session is entirely FREE for candidates judged to be suitable for coaching by **Lawdacity™** Coaching. So long as the candidate is within defined geographic regions (including Central London) travel expenses will not be charged.

5. FLEXIBLE HALF OR FULL DAYS

By choosing this coaching option you simply buy half or full days of one or more of our team. You can then use us as you need. For instance, you might need us to coach four individuals for just an hour. Or you might want us to undertake a 360-degree assessment requiring us to interview several member of a new team individually.

SPEAKING ENGAGEMENTS

Caroline Newman is available for hire if you need a Speaker for your Partner Away Days or any other event. Her dynamic and humorous style brings a memorable and beneficial edge to any occasion. Caroline can speak on the following topics:

- Diversity, Inclusivity and Your Business
- Present with Passion and Power
- Effective and fun Business Networking
- Building Successful Teams
- Going for Legal Gold™ – How to Sell so Lawyers will Buy
- Leadership and Diversity
- One Giant Leap™ – Caroline’s personal story of success which will move and delight your audience

She can tailor any of these topics for your business or organisation.

PRODUCTS and PROGRAMMES

BOOKS

Legal Gold for Coaches – How to Sell and Deliver Coaching, Consulting and Training Services to Lawyers (available now rrp £14.99)

An invaluable guide for Coaches etc but also of great assistance to Training managers and Lawyers.

Legal Gold for Lawyers – How to Plan your Business and your Career for Long term Success (available September 2012)

This book shares with you Caroline Newman’s tried and tested success systems for modern Lawyers.

Legal Gold for Law Students – Ninja Tactics to Get your First Job In Law (available September 2012)

This book gives law students essential, current and relevant information about the current state of the legal profession. It shares with them what they must do to secure their first job in law and start to plan for a successful and long career.

PHYSICAL PROGRAMMES

The following programmes are available to purchase from our website:

Bar2Bench™

This is for you if you are a solicitor or barrister and you want to become a judge one day. There is stiff competition for these positions. The programme comprises CDs, DVD and Study Guide to help you plan your career and get a position in the judiciary.

Partnership Track™

This is for you if you are a solicitor and you want to become a partner in your law firm. You will know what is required to become a Partner and massively increase your chances of reaching partner. The programme comprises CDs, DVD and Study guide to help you plan your career to become a partner.

Fast Track to Silk™

This is for you if you are a barrister or solicitor advocate at any stage in your career and you want to become a QC one day. You will substantially increase your chances of taking Silk in this very competitive environment. The programme comprises CDs, DVD and Study guide to help you plan your career to become a QC.

Raise the Bar™

A Coaching Programme for Barristers, Solicitors, Associates, Legal Executives and In-house lawyers. You will be able to thoughtfully consider, plan and execute the strategy to achieve your career and life goals. The programme comprises CDs, DVD and Study guide to help you improve all areas of your life.

Lawnc and Grow™

A comprehensive coaching and consulting programme for lawyers who want to set up their own law firm or for Barristers who have Direct Access to clients. You will avoid the devastating mistakes that lots of new firms make when setting up for the first time. The programme comprises CDs, DVD and Study Guide to help you plan your new legal business in your own time and at your pace.

DIGITAL AND E-LEARNING PROGRAMMES

From September 2012, the above programmes will be available as on-line e-learning programmes for you to study at your convenience at any time of the day (or night) wherever you are in the world.

ABOUT LAWDACITY™ COACHING

We help law firms of every size by developing their people.

We know you appreciate the concept of Partnership so you'll appreciate that we select the best partners to help us to help you. Our partners have worked within the top consulting companies including Accenture. They have worked with the FTSE 100 companies and law firms. We are all dedicated to helping you to achieve your short term goals and long term objectives.

Two of our team are solicitors. We are a small team of dedicated professionals who practise what we preach. We continue to be coached ourselves so that we can deliver what our clients need at high standards. We have learnt that almost everyone can at the very least be improved and some can literally be transformed.

We also make you an unusual promise. On those rare occasions when we do come across a candidate who really doesn't engage in the process, then we are honest enough to tell you. This has happened on just two occasions over the last three years when we declined to take our written contract beyond a single session. We can provide advice to prevent this scenario from happening.

We coach 1-2-1 and train in small groups at every stage in the 'through-life' cycle. Many of the candidates simply need some coaching to smooth rough edges or take away some limiting beliefs; others demand more in-depth work. The results frequently amaze. We:

- Align our work with your strategic vision and objectives.
- Have a proven track record of delivering what is agreed at a fixed price.
- Produce results faster than the norm by using a wide range of tools and techniques drawn from neuro-linguistic programming (NLP), business performance coaching and psychology.
- Deliver a clear return on investment by improving personal and professional effectiveness.
- Work to a clear written contract.

At **Lawdacity Coaching** we are committed to making a positive difference to your business and to the lives of your people.

OUR VALUES

- We believe in being authentic.
- We do what we say we will.
- We are trustworthy and work with integrity and respect.
- We aim to provide lasting, genuine value for our clients.

We are different. We are bold and we are not afraid of taking risks. Visit our website www.Lawdacity.com for our 14 points of culture.

We Give Back

We are happy to support:

- **Buy 1 GIVE 1 (Big 1)** www.Buy1Give1.com
When you buy one of our products or services an entrepreneur in Africa or India benefits.
- **African Women Lawyers Association AWLA** www.AWLA.org
A global organisation of black women lawyers providing support to each other and their communities.
- **28tooMany** www.28TooMany.org
An organisation set up to stop the routine mutilation of girls in 28 countries around the world.

There are many more testimonials in our books and more success stories on our websites. We hope to add yours to them soon!

CONTACT LAWDACITY™ COACHING ON +44 (0)203 494 4104

ENGAGE WITH US

Please engage with us on line:

- LinkedIn: Lawdacity™
- Caroline's blog: www.CarolineNewman.com/blog
- Twitter: CarolineNewman1 & Lawdacity
- Facebook: www.facebook.com/Lawdacity
- YouTube: Lawdacity.tv



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