



Julie A. Fleming Signature Talks (1-6 hours each)

Strategies for Business Development Success

Business development ability is now a critical contributor to lawyers' professional success. Many lawyers delay or dislike rainmaking activity, however, citing a lack of time, a lack of comfort, or a lack of skill. This presentation, based on Julie's 2009 book *The Reluctant Rainmaker: A Guide for Lawyers Who Hate Selling*, is designed to illuminate the connection between practicing law and growing a book of business. Participants will leave with a clear sense of what activities are best suited to reach their business development goals and how to implement them so that they can bring in new business without ever feeling pushy or desperate. This presentation may be modified to focus on the fundamentals of business development or on more advanced strategies.

Five Foundations of Time Mastery for Attorneys

Most lawyers have an overflowing "to do" list and feel that they're facing an uphill battle just to get the "must do" items completed--never mind the fresh ideas they'd like to implement for better client service, business development, or just taking a few moments to enjoy lunch. This presentation will teach participants how to get a handle on their time, once and for all. Participants will discover:

- How to revise a to-do list to accomplish what matters most without fail every day;
- Why one must focus on non-urgent tasks to maximize effectiveness;
- How to handle e-mail effectively;
- Why multi-tasking actually costs time and undermines work product; and
- The six steps for effective delegation and the five most common delegation mistakes.

Rethinking Work/Life Balance

Lawyers are experiencing burnout earlier and earlier in their careers. This presentation is designed to help attendees assess their current work/life balance, to explore what "work/life balance" means. Further objectives are to recast "work/life balance" as a critical leadership capacity, to share ideas for better time and stress management, and to determine how each lawyer can create "balance" for him- or herself. Participants will learn to develop solutions that promote personal and family time as well as professional and client service time, so they build a successful, satisfying, and sustainable legal practice.

About Julie A. Fleming



Julie A. Fleming, J.D., A.C.C. practiced law (specializing in patent litigation) for over a decade before founding Life at the Bar LLC in 2005. She provides attorney development consulting, focusing on topics such as rainmaking, career strategy, work/life integration, and leadership development. A Fellow of the American Bar Foundation and Editor-in-Chief of *The SciTech Lawyer* (the quarterly publication of the American Bar Association's Section of Science and Technology Law), Julie speaks frequently to law firms and bar associations. She is the author of [The Reluctant Rainmaker: A Guide for Lawyers Who Hate Selling](#).