



Send Your Lawyers to Business School

Chris Emerson, Carrie Fletcher & Wale Elegbe



Chris Emerson

*Director, Practice Economics Group,
Bryan Cave*



Carrie Fletcher

*Executive Director – Law Programs
The Fullbridge Program*



Wale Elegbe

*Manager, eDiscovery & Litigation Support
Sullivan & Cromwell, LLP*

Thank you for being here today

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Our Programs



Bryan Cave Business Academy

- Business of law
- Core Business Fundamentals
- Finance & Accounting
- Project Management
- 3 levels lasting 12-18 months each

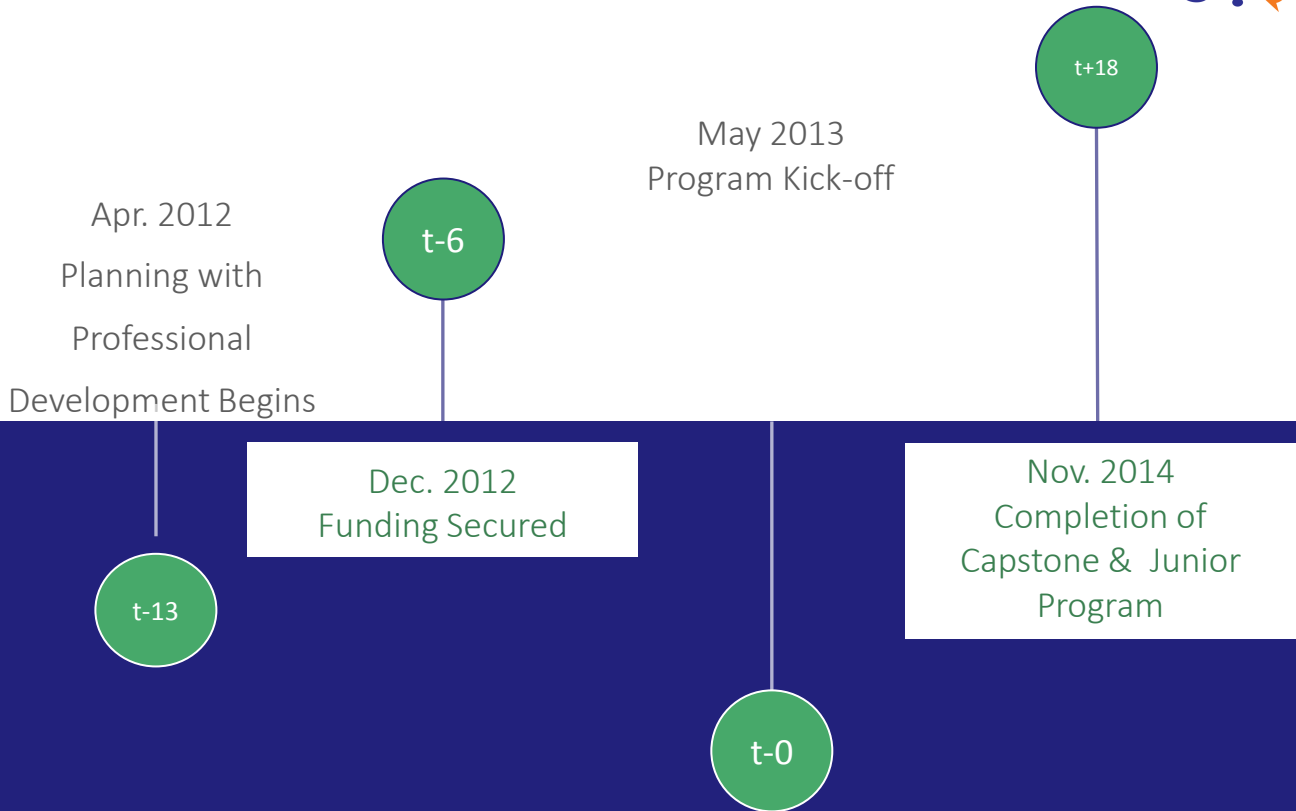
The Fullbridge Program

- Core Business Fundamentals
- Advanced Business Intensive
- Finance Intensive

Why?

What were our objectives?

Bryan Cave Timeline



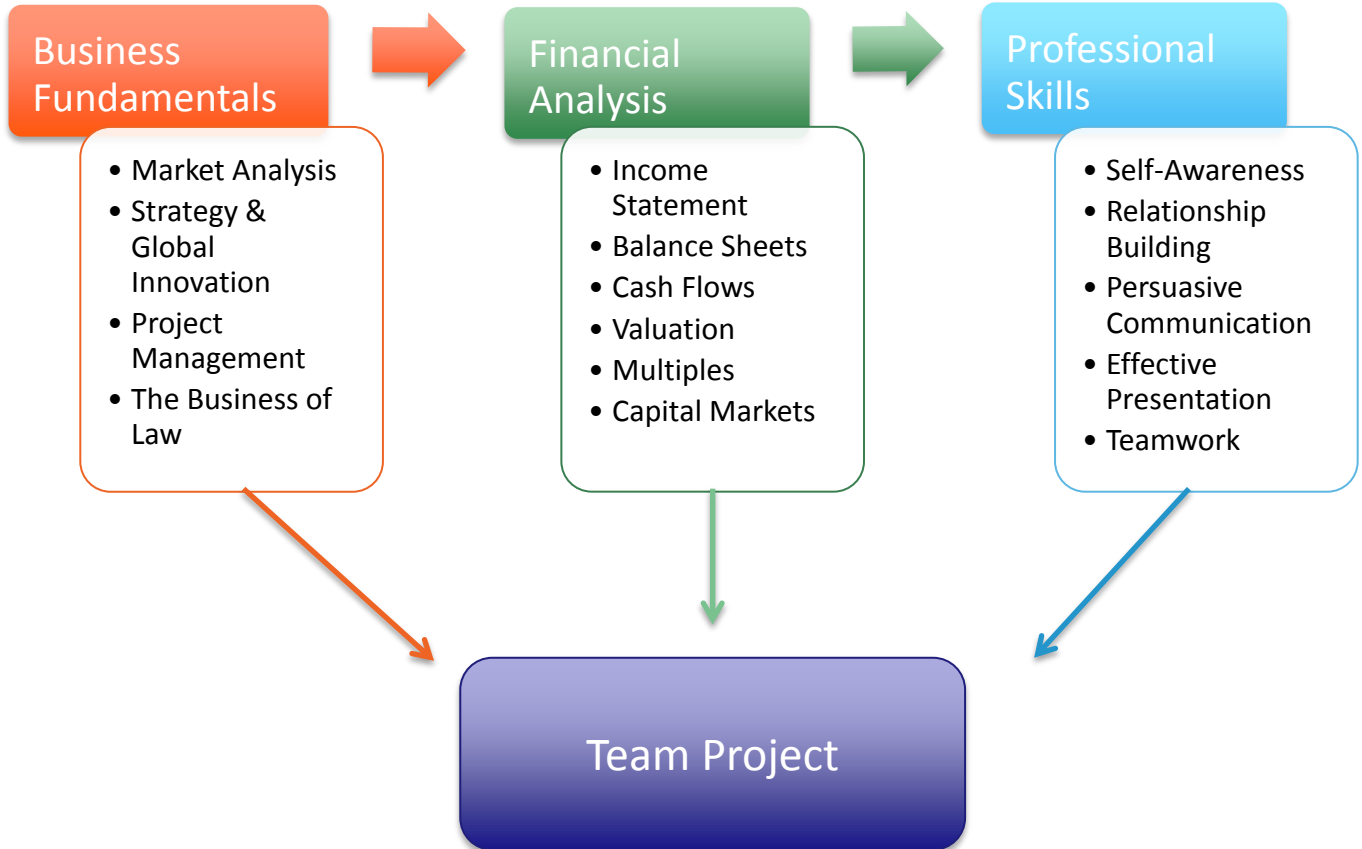
BCBA Sessions



Inaugural Junior Associate Program Session List

- The Current and Future Legal Economy
- Group Dynamics
- Life Entrepreneurship
- Principles of Project Management
- Economics & Profitability of Law Firms
- Accounting / Corporate Finance
- Lifecycle of a Matter
- Strategic Law Practice Management
- Personalized Legal Project Management
- Introduction to Legal Marketing
- Understanding your Work Style (MBTI)
- Business Communications

Fullbridge: Core Modules



7-Day Advanced Business Intensive



	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
A.M.	Orientation & Leadership Essentials	Business Strategy in a Global Context	Financial Essentials 1	Financial Essentials 3	Effective Presentation	Managing Projects & Teams	Presentation Development
P.M.	Persuasive Communication	Relationship -Building	Financial Essentials 2	Understanding Client Valuation	The Business of Law Firms	Project Analysis & Recommendation	Final Presentation & Program Closing

Feedback

What did we learn?

Associate Feedback: BCBA



“The BCBA does make associates feel valued, that the Firm is investing in them and their professional development...”

“I had low expectations coming into the program. I am incredibly busy with work right now, and was not looking forward to missing two days for associate training. But I really feel like I learned a lot and it was worth my time.”

“I found the speakers to be very valuable, but I think the most beneficial aspect of the program is the hands-on piece. I think it was helpful, if uncomfortable, to be thrown into the deep end...”



Associate Feedback: Fullbridge

“The financial modules were invaluable, as was learning how these things tie together. People don’t realize how many lawyers don’t even know how to read a simple balance sheet.”

“Being engaged in the modules and actively learning helped me retain material more effectively than sitting in a lecture and taking notes. Having to provide a deliverable at the end of each unit had a huge impact.”

“As a litigator in particular, you have to understand that business issues always come first. No matter what your strategy, if business people have a different strategy, that’s paramount.”

“The most important takeaway was the emphasis on professional skills. I had a strong technical background but came to really understand that those softer skills were just as important as the technical side.”

Success?

How did we measure success?

Challenges

What were our greatest challenges?

Questions?

