

Sherwood PSF Consulting  
**PartnerShift 2008 – New Partner Programme**

**What it takes to change gears and become an effective partner today**

**15 to 17 September 2008**  
**Donnington Valley, Berkshire**

A practical residential programme  
designed for new partners

**10%**

discount for early-bird bookers

# Introduction

## The Programme

PartnerShift - New Partner Programme is Sherwood PSF Consulting's two-day residential course for new partners. It is designed to help recent partners make the transition quickly and effectively. The PartnerShift suite of programmes have been and are being created by Sherwood to assist those who are changing role at partner level.

This course will be of particular interest to firms that recognise the importance of the transition to partnership and want to accelerate the capability of their new partners, but may not regularly promote sufficient partners to consider providing an in-house development programme.

The style is interactive with a mix of short presentations, realistic case studies, facilitated discussions, practical exercises and individual attention. The programme will be limited to 20 people to enable active participation.

### Programme objectives

This programme will provide you with the ideas and skills to help you contribute more effectively to the success of your firm.

The programme is residential and will allow you to work intensively away from the distractions of the office and to share ideas with people in a similar situation.

As a result of this programme you will be better able to:

- Make the transition to partner
- Perform more effectively in your new role
- Get up to speed quicker

### Learning methods

The programme will include a mix of:

- Presentations - by the faculty to introduce and explain management concepts and tools
- Discussion groups - to share experiences and ideas
- Group work with case studies - to provide "real life" examples of management issues
- Feedback on individual skills to enable participants to improve their performance in a safe environment
- Individual reflection and action planning - to prepare for applying learning back in the office
- Opportunity to socialise with fellow participants outside the formal sessions

### Participants please bring

- your experience
- an open mind
- a willingness to experiment
- lots of energy

### We'll provide

- our experience and skills
- some ideas for you to think about
- an opportunity for creative and constructive discussion
- space for you to set the agenda
- encouragement for you to try things out

### Programme content

- The role of partner
- Understanding the firm
- Finance and managing for profit
- Managing finance - improving profitability and cashflow
- Developing and managing your people - motivating and managing for high performance
- Developing your clients - effective marketing to existing and new clients and referral sources
- Delivering an effective service
- Individual management and leadership skills - making a difference through delegation, feedback and coaching

## The Venue

The impressive Donnington Valley Hotel is a luxury hotel set amongst the delightful rolling countryside of Royal Berkshire, near Newbury. By road, it is a couple of miles from J13 of the M4 or, by rail, a short taxi ride from Newbury station. It has good conference facilities, comfortable bedrooms, an 18-hole golf course, as well as health club and spa.

Included in the package is full accommodation, breakfast, buffet lunches, and evening meals\*. Donnington Valley Hotel, Old Oxford Road, Donnington, Newbury, Berkshire, RG14 3AG. Phone 01635 551199, fax 01635 551123.

For further information regarding the venue for this course, please go to [www.donningtonvalley.com](http://www.donningtonvalley.com)

\*Golf and some spa facilities may incur additional costs. Wine and drinks from the bar are extra.

## The Faculty

The faculty for the programme will be drawn from three of the members of Sherwood PSF Consulting. Sherwood is a leading firm of management consultants and trainers who specialise in working with law firms, inhouse legal departments and barristers' chambers. They undertake consultancy projects, facilitate partnership and department retreats, design and deliver a wide range of development programmes and provide individual executive coaching.

### Simon McCall

Simon qualified as a solicitor with Lawrence Graham in London, then worked as in-house lawyer in the oil industry and with American Express. He has an MBA from Cranfield and has been advising and training lawyers and managers in law firms since 1992.

### Julian Boardman-Weston

Julian was originally called to the Bar, practised in London and then qualified as a solicitor, becoming a partner in a firm in Leicestershire. He has an MSc in management from London Business School. He has been a consultant and educator working with lawyers and their firms since 1994.

### Des O'Connell

Des qualified as a solicitor in 1982. He has been a partner and managing partner of Biddle (now part of Pinsent Masons), and an in-house lawyer with Barclays Bank Group Legal where he was Projects and Operations Director. Since joining Sherwood in 2001, he has helped clients by advising on strategic and structural issues and created and delivered bespoke leadership and management development programmes at senior level. He is a trained business coach.

## Don't just take our word for it...

Comments from delegates on previous residential programmes designed and run by Sherwood:

*"...It was everything I expected and hoped it would be...the faculty had a deep knowledge of the topics, imparted in an efficient, thoughtful, thought-provoking and non-pressurised way...good fun..."*

*"...I had two major objectives in mind and these were fulfilled...everything else was a welcome bonus...in all an essential course for any person engaged in the management of a law firm..."*

*"...Julian Boardman-Weston and Simon McCall were outstandingly good...I felt they had both covered these issues before and were in complete command of their material and yet simultaneously came to it, and our group of delegates afresh...thank you..."*

*"...This was a good way of pulling together all the bits of management that otherwise would not have been covered by a series of unconnected training courses..."*

*"...Excellent, thank you...the ideas and contacts made will enable us to move forward with greater confidence..."*

*"...The ability to become completely submerged in the subject matter and with the people enabled clear and positive thought to take place without distraction..."*

*"...An eye-opening, educational and much enjoyable course...it has prepared me for moving forward with many current issues in the practice..."*

*"...An excellent course gaining knowledge from the presenters and the other delegates..."*

## Monday 15 September

Getting started – where are we coming from?

18.00	<b>Meet and dinner</b>
20.00	<b>Introductions</b> to - participants - us - programme
20.30	<b>Learning objectives</b> - what participants want to get out of the programme - hopes and concerns
21.30	<i>Close</i>

## Tuesday 16 September

Laying the foundations – what it is useful to understand

9.00	<b>Reflection on Day 1</b>
9.10	<b>Understanding success</b> What does success look like - for you as a partner? - for your team? - for your firm?
10.00	<b>The role of a partner – an economic view</b>
10.20	<b>Understanding firms</b> - why firms are like they are i.e. different! - what will and won't work as a result - implications for your firm's structure, organisation, management and budgeting
10.40	<i>Coffee</i>
11.00	<b>Providing good service and good value to clients</b> - taking on and pricing work - planning who does what work and how - negotiating fees
12.30	<i>Lunch</i>
13.30	<b>Profitability: making sense of it and improving it (Part 1)</b> - using a computer simulation to try out your ideas
14.15	<b>Profitability: making sense of it and improving it (Part 2)</b> - understanding the principles behind profitability - how to improve profitability in the real world
15.30	<i>Tea</i>
15.50	<b>Clients and business development (Part 1)</b> - the purpose of marketing: what are you trying to achieve by doing it? - building relationships: credibility, rapport and trust
16.30	<b>Clients and business development (Part 2)</b> - the client (and referral source) relationship ladder
17.15	<i>Close</i>
19.30	Discussion over pre-dinner drinks or time for preparation for Day 3
20.15	Dinner

## Wednesday 17 September

Building capabilities – practising what we need to be good at

**NB** the content of this day will be largely determined by what the participants decide are the most important and interesting issues to cover arising out of the programme so far. This may involve running parallel "streams" within the group of participants so that particular subjects can be addressed in more depth. Participants will be able to spend time trying out and getting feedback on relevant skills. Accordingly the detail below is indicative only.

9.00	<b>Reflection on Day 2 and Planning Day 3</b>
9.30	<b>Dealing with and managing people</b> - handling difficult conversations - giving feedback - motivation
10.40	<i>Coffee</i>
11.00	<b>Managing people</b> - what do you wish your team would do, do more of or stop doing? - what will that take from you?
11.40	<b>Understanding style</b> - your style of working - recognising other people's styles - implications for client development, service delivery and building effective teams
12.30	<i>Lunch</i>
13.30	<b>Building client relationships</b> - client relationship management programmes - pitching for work - developing referral sources - raising one's profile - networking
14.30	<b>Contributing to the partnership and the firm e.g.</b> - influencing skills - business planning - coaching and mentoring
15.30	<b>Reflection and Action Planning</b> - what am I going to do when I get back to the office?
16.00	<i>Close</i>

# How to register

## 1. By email

You can fill out the form below, scan it and email it to [andrea.lympany@sherwoodpsfconsulting.com](mailto:andrea.lympany@sherwoodpsfconsulting.com) We will then invoice you.

## 2. By fax

If you would prefer to register for this event by fax please complete the registration form and fax it to us at 01530 416313. We will then send you an acknowledgement and an invoice.

## 3. By Post

You can complete the registration form and return with a cheque for £200 made payable to Sherwood PSF Consulting Ltd to the address below: Andrea Lympany, Sherwood PSF Consulting Ltd, 26a Measham Road, Ashby-de-la-Zouch, Leics., LE65 2PF

**Tel:** 01530 416333 **Fax:** 01530 416313 **Email bookings and enquiries:** [andrea.lympany@sherwoodpsfconsulting.com](mailto:andrea.lympany@sherwoodpsfconsulting.com)

Please complete the form in BLOCK CAPITALS.

Name	
Position	Firm
Address	
Postcode	
Tel	Fax
E-mail	
Access/dietary requirements	

## Registration Fee

To secure a place(s) on PartnerShift 2008, a non-refundable deposit of £200 is required for each place. Delegates will be invoiced for the balance of the fee approximately 4 weeks prior to the event.

**SPECIAL OFFER**

**Over 10% early bird discount £1,850 + VAT (£323.75) = £2,173.75**

Discount is available only for bookings made before Friday 1 August 2008

**Normal fee £2,100 + VAT (£367.50) = £2,467.50**

I enclose my non-refundable deposit cheque for £200 made payable to Sherwood PSF Consulting Ltd

Sherwood PSF Consulting

**Accredited: 15 CPD hours**

### Terms and conditions

1. Conference documentation will be distributed at the event.
2. Sherwood PSF Consulting Ltd reserves the right to amend or cancel this course where the occasion necessitates. In the event of a cancellation, a full refund of any registration fee will be made but we will accept no further liability.
3. Prices may be subject to change.
4. Full invoice payable unless:
  - a) Cancellation: provided written notice is received more than 30 working days before the event, the fee will be refunded less a £25 (+VAT) administration charge.
5. This booking form constitutes a legally binding contract. The delegate and firm are jointly and severally liable for payment of the fees due to Sherwood PSF Consulting Ltd..