

Management Training Workshop for Small Firms

# Thinking Like a Business Ninja – Revenue Generation



3 CPD points

22 Nov 2012 (Thursday) | 1:30 pm to 5:30 pm

Raja Aziz Addruse Auditorium  
Bar Council, 15 Leboh Pasar Besar, 50050 Kuala Lumpur

**Registration Fee | RM100 per workshop**

The main goal of this workshop is to help small firm practitioners spend less time working in your practice and more time working on your practice. Let's put the fun back in your practice.

The workshop will be conducted by Ian Homer.



### About Ian Homer

Ian has lived in Malaysia for 15 years, having worked previously with companies in the UK and Hong Kong, including the likes of Bloomberg, Lloyd's of London and Thomson Financial. As well as having managed sales teams, customer services and support departments and technical operations, Ian is the only overseas business coach practising with ActionCOACH in Malaysia. As such, he brings many keen insights into the Malaysian business landscape. He has coached businesses, including those in property development, retail, training services, legal services, software development, corporate services, accounting, on-line sales, wholesaling, food and beverage, and many more. He is able to distil sometimes complex concepts and processes into simple, practical, step-by-step actions that generate momentum and awesome results!

### Workshop 2 (22 Nov 2012) — Revenue Generation

Being an effective lawyer doesn't necessarily mean being a successful one. Here's the reality: professionally-qualified people such as lawyers, doctors, dentists, accountants and engineers spend several years acquiring the necessary technical skills to allow them to practise...but that's not an entitlement to revenue and achieving their life's dreams!

The emphasis after succeeding technically is simply on two things: acquiring and keeping clients. Acquiring them is necessary to pay your expenses. Keeping them is necessary to generate revenue! A saying we enjoy for newly-formed practices is simply "break even today, break the bank tomorrow."

In this session, we'll take a practical look at five key areas:

- Generating prospective new clients
- Converting those opportunities into paying clients
- Charging an appropriate fee
- Keeping them coming back for more
- Maintaining margins and costs to secure profits

We'll draw on practical examples from both the legal profession and other business areas, to give participants an action-oriented guide to approaching each one.

### Workshops to follow (Dates are tentative)

Workshop 3 (10 Jan 2013)  
Getting Awesome Leverage — Do it Once and Get Paid Multiple Times

Workshop 4 (14 Feb 2013)  
Maintaining a Top-class Team — Getting Top Staff to Come to You

Workshop 5 (28 Mar 2013)  
The Rhythm of Success — Mastering the Habit of Growth

### I would like to register for the workshop:

Name : \_\_\_\_\_

Email : \_\_\_\_\_

Name of Firm/Organisation : \_\_\_\_\_

Address : \_\_\_\_\_

Telephone : \_\_\_\_\_ Fax : \_\_\_\_\_

Date : \_\_\_\_\_ Signature : \_\_\_\_\_

Payment can be made by direct deposit (bank in to **Hong Leong Bank Berhad, No 9 Jalan Tun Cheng Lock, 50000 Kuala Lumpur; Acc No 283-00-00108-6; SWIFT CODE NO: HLBBMYKL**), or by cheque or bank draft (made payable to "**Bar Council**"). Payment by cash can be made at the ground floor of the Bar Council Secretariat. Registration will be confirmed once full payment is received.

All payments must be made in advance of the event. There will be no refunds if cancellations are made after **20 Nov 2012 (Tuesday)** but substitutions are allowed. All cancellations have to be done by email or facsimile.

Places are limited and registration is on a first-come, first-served basis. Completed forms are to be forwarded to:

Bar Council  
15 Leboh Pasar Besar, 50050 Kuala Lumpur  
Tel: 03-2050 2050  
Fax: 03-2032 2043, 2026 1313, 2072 5818

For more details or to register, kindly contact  
Vanimalar Moneyselvam (03-2050 2100; vanimalar@malaysianbar.org.my)

**\* Please note that the parking lot beside the Bar Council building has been closed due to ongoing construction.**



- **Only 30 seats per workshop!**
- **3 CPD points for Members of the Bar**
- **Priority given to single- and two-practitioner firms**
- **Staff of law firms are also welcome**



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