

## Practice Development Plan:

If you are at the stage of your career where you are at the beginning of your business development or have already built a portable practice, you will want to create a business development plan as part of your application materials. You will want to tailor this plan to each firm, especially Part 5.

### 1. Summary of Key Information

- Succinctly describe your expertise and how you help clients reach their goals.
- Summarize engagements that highlight that expertise and industry or issue focus.
- List external professional affiliations and activities.
- Note firm citizenship activities and responsibilities.

### 2. Inventory of Practice Development Actions or Planning

- List actions you have taken to develop client relationships, both within and outside of the firm. Describe and quantify any specific results directly or indirectly related to these.
- List prospective clients, describing the legal services they may require, both within and outside of your practice area. Describe market conditions that lead you to believe that opportunities exist in this sector.

### 3. Review Development of New Business from Existing Clients

- List matters that came to you as a result of past work done for your clients or the clients of other attorneys at the firm.
- Note specific sources of the referrals.

### 4. Goal Setting and Achievement

- Articulate three goals for your practice for the next 12 months
- Focus one goal on each of the following areas:
  - Making contact with people who can purchase legal services in your practice area
  - Exceeding expectations for service to existing clients
  - Enhancing your professional visibility
  - Note specific actions you plan to take to reach each of your three goals. Set deadlines.

### 5. Summarize plan including the synergy between your practice goals and the firm for which you are applying.

Source: The Lawyer's Career Management Handbook