

# The 21<sup>st</sup> Annual Law Firm COO & CFO FORUM Pre-Conference Workshop

## “Firm & Constant”: Supporting Professional Staff Development Across the Firm

Moderator



**Dan Safran**  
*President & Chief  
Executive Officer,  
Unbiased Consulting*



**Michael P. Motyka**  
*Executive Director,  
Marshall, Gerstein &  
Borun LLP*



**Susan Olson**  
*Chief Operating & Chief  
Financial Officer,  
Hawley Troxell*

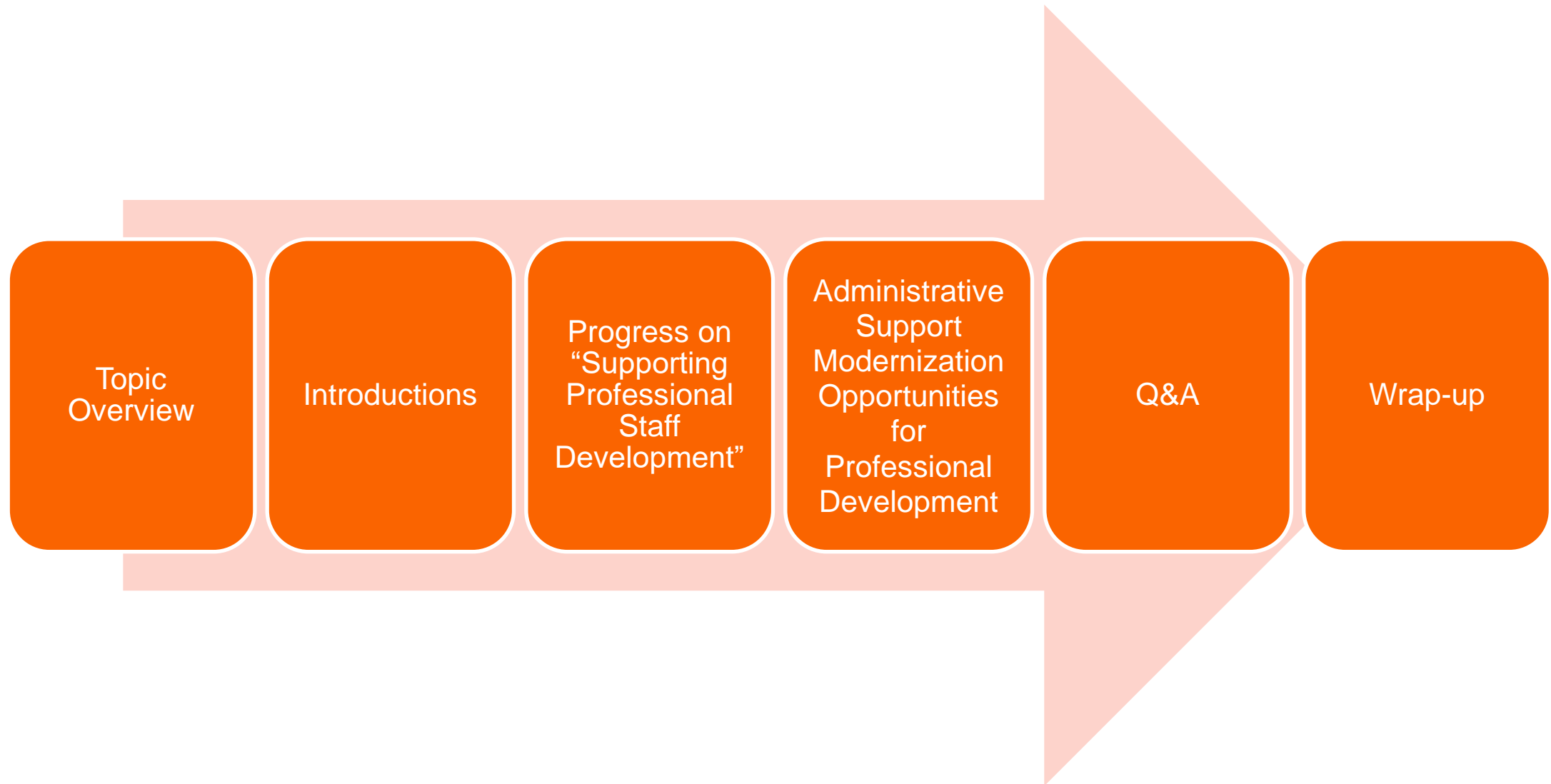


**David Pickwoad**  
*Chief Operating Officer,  
Miller Thomson LLP*



**Martinelle Stevenson**  
*Director of Professional  
Development &  
Training, Davis Wright  
Tremaine LLP*

# Today's Agenda



## Topic Overview

### “Firm & Constant”: Supporting Professional Staff Development Across the Firm

- In the legal profession, firmwide coaching and professional development programs almost always cater to legal personnel. But as client expectations and evolving notions of “value” continue to span core business functions such as technology, finance, project management, or marketing, the need for more formal coaching and training of professional staff is a top priority.
- What actions are firms taking to develop world-class business talent? What creative measures are in place to attract and retain professional staff?
- Moderator: Dan Safran, President & CEO



# Our Panelists

**Mike Motyka**  
*Executive Director*



**Susan Olson**  
*Chief Operating / Chief Financial Officer*



**David Pickwood**  
*Chief Operating Officer*



**Martinelle Stevenson**  
*Director of Professional Development*



# **“Supporting Professional Staff Development”**

## **Law Firm Case Studies**

# Administrative support modernization opportunities on professional development

**Where did you start?**

**How did you build the business case and budget for your professional staff development program/projects/initiatives?**



**How did you to gain buy-in, in terms of participation?**

**What were some of your initial wins vs. your longer-term next level goals?**

**What do you wish you would have known or thought of, as you progressed through your professional staff development program/projects/initiatives?**

# Wrap-up

Thank you!

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