

# EFFECTIVE MANAGEMENT OF A LAW FIRM AS BUSINESS

OUTLINE

INTRODUCTION

WHAT IS MANAGEMENT

TYPES OF LAW FIRMS

BUSINESS ENVIRONMENT

ISSUES IN LAW FIRM MANAGEMENT

CONCLUSION

# INTRODUCTION

- WHY THIS TALK?
- DREAM IT BEFORE YOU LIVE IT
- CARLY FIORINA-TOUGH CHOICES
- 90/10 THEORY

# WHAT IS MANAGEMENT?

- CO-ORDINATION OF ACTIVITIES
- TO BE IN CONTROL
- A LAWYER AS A MANAGER
- CAVEAT COUNSEL-NGWU V OZOUGWU 1999 11 SCNJ 1 AT 18, ALAO V AKANO ETC
- CRITICAL SUCCESS FACTORS VS CRITICAL PERFORMANCE INDICATOR
- INDIVIDUAL TO BE RESPONSIBLE
- TRAINING AS KEY TO MANAGEMENT

# TYPES OF LAW FIRMS

- THREE MAIN TYPES IDENTIFIED
- SOLE PRACTITIONER
- PARTNERSHIP
- CORPORATE FIRM
- ALL DRIVEN BY PROFIT
- IS MONEY EVERYTHING?
- MANAGEMENT AS SUCCESS FACTOR

# BUSINESS ENVIRONMENT

- SURVIVAL OF THE FITTEST AND STRONGEST
- ANIMAL KINGDOM & IMPLICATION IN BUSINESS
- The 21st Century Workplace is a **jungle** and it allows only the fittest to survive
- **•Rules of the Jungle: Different species, Different hierarchies, Different genders, Different food chains, Laws of nature (Written, Unwritten), *Survival of the fittest, Adapt or Die, Size does matter, You are the prey, Use camouflage, Rules of the Waterhole, Hunt or be hunted, Mark your territory***
- **?Dolphins–Graceful, Gentle & Kind, always where they should be**
- **?Crocodiles–passing themselves off as alligators, these bleeding hearts cry over the injustice of your fate even as they eat you**
- **?Donkeys–have a strong back, but a weak mind**
- **?White Sharks–will swallow anything**
- **?Guppies–fish that reduces competition by eating their own**
- **?Hamsters–rodent and ultimate bureaucrats, spend hours spinning their wheels, getting nowhere**
- **?Hummingbirds–don’t know the words of the song and won’t learn**
- **?Llamas–would rather spit in your face than work hard**
- **?SeaHorses–feminism’s greatest victory –the male carries the eggs and gives birth**
- **?Skunks–animals that raise a stink over every little transgression, real or imagined**
- **?Zebras–the major debate for decades –are we black with white stripes or white with black stripes?**

# BUSINESS ENVIRONMENT CONTD

- **tributes in the 21st Century Jungle...**
- **Monkey**
- **–Hear No Evil**
- • Political
- **–See No Evil**
- • Whistle Blowing
- **–Do No Evil**
- • Ethics
- • Values **Elephant**
- • Enormous
- • Gentle –until provoked
- • Memory
- • Protective
- • Herds/Packs
- • Coaches, –Mentors
- • Relationship building
- **Leopard • Run like the wind • Change your spots • Adaptability to habitat**
- • Stealth behaviour
- • Choose your fights well • Being alone • Loving the chase
- • Opportunistic hunting
- **Owl • Know the environment • Check the lay of the land • Be on your guard • Be Political • Understand the economics • Use your nights well**
- • Solitary
- • Hunting by stealth & surprise

# MANAGING LAW FIRM AS BUSINESS

- KNOWLEDGE TO SHOW SUPERIORITY
- MOTIVATION-Be part of their success story, share their travails, show concern
- TRAINING-formal & informal at corporate & individual level
- ORGANISATION-Appropriate distribution mechanism, balance of quality, labour & cost
- RECRUITMENT OF VALUE DRIVEN INDIVIDUALS
- INNOVATION & CHANGE-Strategic & structured approach, any new thing to add for value
- STRATEGY- VISION & MISSION-4S Theory: strategy, structure, system & services, in today's world lawyers must think strategically

# MANAGING LAW FIRM CONTD

- COMMUNICATION-Opportunity for feedback, assessment & planning
- FOCUS
- TECHNOLOGY-e legal practice, usage & learning
- ENVIRONMENTAL SCANNING-Identify factors supporting targets & their achievements, Note the obstacles & challenges against achieving targets, Action plan
- INTEGRITY-Who represents us should matter to us, since law is about people our corporate profile must be protected, culture



# LAW FIRM MANAGEMENT CONTD

- **LEADERSHIP**-Experience, training & self development
- Types of Leaders-Those who help people so that they don't need them, The leader loved & admired, The leader they fear & The leader they push around
- Qualities of Leadership for Success-Micheal Maccoby in his *The Leader: "In fact, if I had to choose one quality to distinguish the best new leaders it is openness to criticism, the passion for continued self development which teaches the leader to value the development of others"*
- Learn to say little which must carry weight-power effective when not used

# LAW FIRM MANAGEMENT CONTD

- Theories of Leadership: Trait, behavioural, Contingency, Transformational
- TEAMWORK- Without teamwork, it is virtually impossible for a firm to achieve any success or reach the height of its capabilities, every staff matters
- CHALLENGE-To succeed, a firm need to be constantly challenged, find something to hold on to, something to motivate you & something to inspire
- DETERMINATION- Keep trying, don't give up inspire hope

# LAW FIRM MANAGEMENT CONTD

- TIME MANAGEMENT-"By the time. Verily man is in loss, except those who have Faith and do Righteous deeds, and exhort one another to Truth and exhort one another to Perseverance" Quran 103: 1-3
- **ALLAH-In every endeavour, success belongs to Allah no matter the effort-Quran 29:60 "God enlarges the sustenance to whichever of His servants He pleases....."**

# CONCLUSION

- Legal practice is a business with profit as a goal
- Key & Critical success factors in any business must be put in place if success must be attained
- Knowledge, Training & re-Training as the imperative
- Put trust in Allah

# THANK YOU

- THANKS FOR LISTENING