

**July 2024**

**From the Desks of Your D.C. Bar Practice Management Advisors**



**Authenticity Online**

**by Kaitlin E. McGee**

In our most recent Day Two program of Basic Training, we delved into LinkedIn and what to include in your profile. A question arose about whether to incorporate seemingly unrelated experiences and interests into your profile. For instance, if you are a litigator by day and a mural painter by night, should that be in your LinkedIn profile?

This is a question I've encountered frequently and one I've pondered myself,

having a variety of experiences that initially seemed unrelated to my legal practice. However, I now see how these experiences inform my work and perspective.

I believe it all counts. Include those experiences that broadened your horizons, introduced you to new people, and gave you a fresh perspective. Lawyers often feel the need to confine themselves within a "lawyer box" to appear professional. Yet, authenticity can be lost when we exclude parts of ourselves that don't fit the narrow professional definition. You never know what experience might spark a great conversation with a potential client or referral source.

To further hone and optimize your LinkedIn profile and get you posting more content on your LinkedIn profile, **we are hosting a LinkedIn Lab in person on August 8 at D.C. Bar Headquarters** with one of my favorite presenters, Annette Choti. Annette is a lawyer and LinkedIn expert who knows how to build a robust online presence. [Register here.](#)

Whether you are starting a firm from scratch or growing and managing an existing firm, PMAS has resources to help you create and meet your business goals. For courses and resources we offer **free** to D.C. Bar members, visit our [website](#).

### **AI for Law Firms**

If you're curious about how the paid version of ChatGPT can be used for legal document analysis, I recorded [this demonstration](#) of how I used the program to break down a complex disciplinary case and analyze the arguments being presented by both sides.

Here is guidance on [Attorneys' Use of Generative Artificial Intelligence in Client Matters](#), Legal Ethics Opinion 388.

If you are using AI in your firm, let us know how at [PMAS@dcbar.org](mailto:PMAS@dcbar.org).

## Basic Training & Beyond

**Here is how to start, grow and manage a law firm in a large, urban market.**

If you're starting a firm, [Basic Training & Beyond](#) is a great jumping-off point. Day One will teach you the essentials to get your firm off the ground, and Day Two will help you grow and manage your firm.

Our monthly [Basic Training & Beyond](#) is set for **July 9 & 17, 2024 / 9:15 a.m. – 4:30 p.m.** We will meet in person in the Williamson Conference Room on the third floor of Bar Headquarters. The program is presented monthly for members and law firm staff.

*This program has been presented more than three hundred times for more than 4,000 lawyers over the last fifteen years, and many have launched and are now operating small firms. We stay connected with many small firms, and what we learn informs the content for this program.*

## Lunch and Learn

PMAS will also be collaborating with the [Law Practice Management Community](#) to bring you the following Lunch and Learn:

- **July 18, 2024** – Improving Hiring Success with Emotional Intelligence
- **August 8, 2024** – LinkedIn Lab with Annette Choti

*An LPM & PMAS Production*

Register for any or all [here](#).

## Managing Money

### Managing Money

Our next in-person session of Managing Money is set for **September 26, 2024, 9:00 a.m. – 12:30 p.m.**

We also present Managing Money on request for a law firm or organization.

[Register for an upcoming session or schedule a session for your firm here.](#)



## Successful Small Firm Course

***Are you interested in a business incubator approach to growing your law firm?***

Consider working with us on an individual basis. We now offer the Successful Small Firm Practice Course in a series of one-on-one sessions on Zoom.

The Course serves as an incubator for solo attorneys and small firms and helps them work through their business and marketing plans with support, feedback, and guidance. Lawyers focus on the type of firm they want to create and work through the Course at their own pace with built-in accountability for achieving their business goals. If you are interested in this approach to creating and growing a law firm, contact [PMAS@dcbar.org](mailto:PMAS@dcbar.org).

## Resources

[DC Refers](#) offers an excellent opportunity for lawyers and mediators to expand their practices while making a positive impact. This summer, you can join its online directory for free and help bridge the justice gap for people of modest means in the District of Columbia. The DC Refers directory is a trusted source for client referrals across all income levels. Apply now through August 31st to take advantage of waived application fees.

New programs are added regularly. Our full archive of recordings and materials is [here](#). If you have an idea for a program, let us know at: [lunchandlearn@dcbbar.org](mailto:lunchandlearn@dcbbar.org).

**Missed any of these recent sessions? You can [access the recordings and materials anytime](#).**

Here's a glimpse of some recent sessions:

- **Pathagoras** with Roy Lasris
- **Set It and Forget It: LinkedIn for Busy Rainmakers** with Angela Dunz
- **Financial Empowerment for Women in Law** with Niraj Chhabra and Jessica Medina
- **Team Building – When the Team is Remote** with Stephanie Everett
- **Hire.Acquire.Inspire – How to Build a Growing and Thriving Law Firm** with Ross Albers
- **Sneak Peek at the New Fastcase/vLex Generative AI Tool, Vincent AI** with Ed Walters
- **Lead Generation | How to Build a Steady Pipeline of New Clients** with Marketing Nice Guys

### **More News from PMAS**

Read our [Duly Noted](#) blog post on how to jumpstart your marketing.

If you are interested in a practice management assessment, [click here](#).

– Kaitlin & Dan

### **In other news . . .**

Here is the Lawyer Assistance Program [Dispatch](#) newsletter.

For the recent results of the groundbreaking study on attorney mental health and well-being, [click here](#).

For more information on PMAS programs, [click here](#).

### **CLE, Communities Events & Pro Bono:**

**Continuing Legal Education** programs are [here](#).

**Communities Events** are [here](#).

**Pro Bono Center** training programs are scheduled [here](#).

As we return to D.C. Bar headquarters for meetings and events, everyone entering the building will need to comply with the [COVID Guidelines](#).

### **Our Practice Management Advisors are:**

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Practice Management Advisors have a free and confidential relationship with D.C. Bar members pursuant to Rule 1.6(j) of the D.C. Rules of Professional Conduct.

## District of Columbia Practice Manual

Every D.C. Lawyer's Must-Have Resource



This two-volume title, typically priced at \$495, is being offered to subscribers of this newsletter at a discounted rate of \$450. To obtain the discount code, please reach out to [communitiesregistration@dcbar.org](mailto:communitiesregistration@dcbar.org).



Serving our members so they can serve the community

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