

can do to help by “partnering” with the client, or deferring a portion of your fee as long as the client pays a base minimum, or finding another creative billing alternative? How can you show clients the extraordinary value you provide them that will allow them to make significant profits?

- **Make a to-do list.** After considering the pros and cons, the revenues and expenditures, and lifestyle adjustments that may be required, make a “to do” list. Be very specific. Set a timeline that tells you, realistically, the date on which you will do the given task. If others can help you to achieve certain tasks (whether for a fee or as a favor) to expedite your recovery and deliverance from panic mode, ask and delegate. This is not the time to be proud; this is the time to be quick and effective.

TAKING CHARGE

Administrators are best positioned for opening the dialogue and evaluation that allows for change, specifically the kind of change the firm’s current circumstances require. Administrators who take the initiative on these challenges can make their firms stronger, demonstrate the worth and value of what they do, and enhance their job security. It need not be a matter of administrators telling lawyers what to do – it should be a process of understanding what everyone should do together out of mutual self-interest.

Let me end with the beginning. There is hope. Thousands of people are reaching out for help and receiving it. We will overcome. We will get and retain new clients by showing them the value of what we provide. And we will walk proudly with those who have weathered this storm and come out the stronger for it. ✱

about the author

Ed Poll is the Principal of LawBiz Management and a renowned law firm management consultant who recently launched *www.LawBizForum.com*, an online venue for legal professionals to network and to share best practices. His LawBiz Coach® column appears regularly in *Legal Management*. Contact him at edpoll@lawbiz.com or (800) 837-5880.



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