

# **Law Firm Management – Law 830A**

**Adjunct Professor Damon Duncan**

**Room 107 - 1 Credit Hour**

**Mon – Thurs 5:30 PM to 9:30 PM**

## **Class Description:**

This course will acquaint students with the data and skills necessary to understand the business of delivering legal services today and in the future. Topics and skills addressed include management theory and techniques, employment, client-management, interviewing, counseling, negotiations, systems analysis and design, business development, technology and professional responsibility. Lecture, demonstration and clinical stimulations will be utilized.

## **Textbook Information:**

*Name:* North Carolina Small Law Office Resource Manual on CD

*Author:* North Carolina Bar Association

*Edition:* 5<sup>th</sup> Edition (2011)

*Publisher:* North Carolina Bar Association

*ISBN #:* N/A

Other selected readings. (Provided)

## **Attendance:**

Attendance for this class is important. With only four class periods, missing one class is the same as missing 25% of another course's classes. An absence is only acceptable with the prior consent of the class's professor. Poor attendance will result in a poor final grade.

## **Grading Criteria:**

This is a pass / fail class. To pass this class we expect attendance, regular participation and a professional final presentation. I hope the desire to be a great lawyer will be your motivation in this class, not a "P" on a final transcript.

## **Office Hours:**

In addition to being an adjunct professor I am a full time practicing attorney. Although I do not keep regular office hours at the law school if you need to speak with me please contact me and we will set up an appropriate time to discuss any questions, comments or concerns you may have.

## Class Schedule & Reading Assignments

### Day #1 – Monday, January 6, 2014

*Reading Assignment:*

Skim Chapters 1 and 8 of the North Carolina Small Law Office Resource Manual (Law Firm Organization & Risk Management)

<u>Time</u>	<u>Topic</u>	<u>Speaker</u>
5:30 – 5:40 PM	Introductions / Expectations	Damon Duncan, <i>Duncan Law, LLP</i>
5:40 – 6:00 PM	General Practice v. Niche	Afi Johnson-Parris
6:00 – 7:00 PM	Ethical Pitfalls for New Lawyers	Camille Stell & Troy Crawford, <i>NC Lawyers Mutual</i>
7:00 – 7:10 PM	Break	N/A
7:10 – 8:00 PM	Choosing the Right Business Entity	Keith Wood, <i>Carruthers &amp; Roth, P.A.</i>
8:00 – 8:30 PM	Business Basics	Matt Logan, <i>Matt Logan, Inc.</i>
8:30 – 8:40 PM	Break	N/A
8:40 – 9:15 PM	Finding the Right Location for Your Office	Damon Duncan
9:15 – 9:30 PM	Discussion of Final Project	Damon Duncan

### Day #2 – Tuesday, January 7, 2014

*Reading Assignment:*

Chapter 9, Financial Peace for Business: Bulletproof Principles for Money, Debt, and Funding Your Future; *EntreLeadership* by Dave Ramsey

Skim Chapter 3 of the North Carolina Small Law Office Resource Manual (Finances)

<u>Time</u>	<u>Topic</u>	<u>Speaker</u>
5:30 – 6:15 PM	The Basics of Client Trust Accounts	Peter Bolac, <i>NC State Bar</i>
6:15 – 7:00 PM	How to Get Hired (and Fired) by Law Firms & Legal Organizations	Brian Pearce, <i>Nexsen Pruet</i>
7:00 – 7:10 PM	Break	N/A
7:10 – 8:00 PM	Budgeting & Planning for Success	Damon Duncan
8:00 – 8:50 PM	Young Lawyer Panel Discussion	New Lawyer Panel: Steve Russell ( <i>Turning Point Litigation</i> ), Stephen Shaw ( <i>Womble Carlyle</i> )

		<i>Sandridge &amp; Rice, LLP), Abigail Peoples (Connors Morgan, PLLC)</i>
8:50 – 9:00 PM	Break	N/A
9:00 – 9:30 PM	Project Group Work	N/A

### Day #3 – Wednesday, January 8, 2014

#### *Reading Assignment:*

Chapter 2, The 10,000-Hour Rule; Outliers: The Story of Success, Malcolm Gladwell

Skim Chapters 9 of the North Carolina Small Law Office Resource Manual (Client Development)

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
5:30 – 6:30 PM	15 Tips for Navigating Your Legal Career	Lee Rosen, <i>Rosen Law Firm</i> & Erik Mazzone, <i>NCBA Center for Practice Management</i>
6:30 – 7:30 PM	Lessons from Those Who Have Reached the Mountain Top	Janet Ward Black ( <i>Ward Black Law</i> ), Vance Barron ( <i>Barron &amp; Barry, LLP</i> ), Locke Clifford ( <i>Clifford Clendenin &amp; O’Hale, LLP</i> )
7:30– 7:40 PM	Break	N/A
7:40 – 8:30 PM	Marketing Your Law Practice	Gyi Tsakalakis, <i>AttorneySync</i>
8:30 – 8:40 PM	Break	N/A
8:40 – 9:30 PM	Practical Marketing for a New Attorney	Damon Duncan

### Day #4 – Thursday, January 9, 2014

Everyone is required to attend the final class period. During this time, there will be a maximum of 11 final presentations. Each presentation should last for about 20 minutes.

You may choose to work alone or you may work with one other student for your final presentation. Each presentation will have five basic elements:

1. Business Plan
2. First Year Budget
3. Marketing Plan
4. Business Development (Networking & Referral) Plan
5. One Page Informational Interview Summary & Survey Results

**One Page Informational Interview Summary** – Each student must interview an attorney practicing in a firm or practice area similar to where they want to practice. The goal of this interview is to get a first hand perspective of what it takes to be a successful attorney. Each student should write a one

page, single spaced, summary of his or her interview. The purpose of this paper is to synthesize the information gained from this informational interview.