



e-Masterclass: Business Strategy for Legal Practice (Part 1)

25 June 2021, Friday

9.00am – 1.00pm

This programme will be conducted as a live webinar (via Zoom meeting).

Registration Fees	
Category	Fees (Inclusive of 7% GST and course materials)
Law Society Member	\$192.60 Free*
SCCA Member	\$346.70
Non-Member	\$385.20



No. of Public
CPD Points:
4.0

Practice Area:
**Professional
Skills**

Training Level:
General

*From 15 February to 30 June 2021, webinars are free for all LawSoc Members.
Terms and conditions apply.

About the Programme

“Fail to plan, then you plan to fail”

New, innovative legal practices are challenging and redefining traditional, legal business operating models. Having a clearly defined strategic plan is a must, if you are going to survive and thrive.

This interactive workshop explores the process of developing an effective strategic plan. Participants will explore the essential components of a strategic plan and key thought leaders of business strategy. At the end of the workshop, participants will have the skills to develop an effective strategic plan for their practice. Mid-career lawyers seeking advancement, or senior lawyers in leadership roles will benefit most from this e-Masterclass.

Note: As this is a Masterclass, the class size is kept small (maximum 50 participants) to allow for optimal interaction between the speakers and participants.

Programme Outline

Time	Programme
8.45am – 9.00am	Participants to log on
9.00am – 9.20am	Welcome and Introductions
9.20am – 10.20am	Why is Strategy Important? <ul style="list-style-type: none"> - What is strategy - Understanding key concepts - Overview of key thought leaders - Defining mission/vision - Understanding Importance of Planning
10.20am – 11.30am	Current State Analysis – Where Are We Now? <ul style="list-style-type: none"> - Applying key frameworks
11.30am – 11.40am	Break
11.40am – 12.50pm	Developing Strategy – Drawing on Models <ul style="list-style-type: none"> - Exploring principles of leading strategic models
12.50pm – 1.00pm	Wrap up <ul style="list-style-type: none"> - Key takeaways - Applying to your own organisation - Evolving thoughts on strategy development

Speaker's Profile



Dr George Beaton – Founding Partner & Chairman, Global Beaton

Dr George Beaton is the founding partner & Chairman of Global Beaton, a business which has existed for 30+ years. George has consulted on a wide variety of strategic decisions, supporting and guiding legal practices on growing and adapting their business in ever changing markets. George has authored two books on the legal services industry: *NewLaw New Rules – A Conversation About the Future of Legal Services Industry & Remaking Law Firms: Why & How* with Dr Imme Kaschner. He holds MBCh, MBA & PhD degrees and was a senior fellow in the University of Melbourne Business & Law schools for over 30 years. A trusted researcher and advisor, George has consulted and presented, globally and domestically on legal practice. He is currently the Chair of the College of Law Master of Legal Business Program.

Admin Note to Singapore Practitioners and s36B Foreign Lawyers in relation to the Mandatory CPD Scheme:

No of Public CPD Points: 4.0
Practice Area: Professional Skills
Training Level: General

Participants who wish to obtain CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. For this activity, this includes logging in at the start of the webinar and logging out at the conclusion of the webinar in the manner required by the organiser, and not being away from any part of the webinar for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.sg> for more information.

Note: In the course of the event, photographs/videos/interviews of participants could be taken/conducted by the Law Society or parties appointed by the Law Society for the purpose of post event publicity, either in the Law Society's official publication/website, social media platforms or any third party's publication/website/social media platforms approved by the Law Society.

Registration

To register, please visit our website at: <https://www.lawsociety.org.sg/CPD-Portal/Law-Society-Events>. For enquiries, please contact us at cpd@lawsoc.org.sg or 6530-0230.

1. Terms and Conditions

1.1. "Free" registration tickets are extended only to Law Society of Singapore Members.

Note: Other employees of law firms are not eligible

1.2. "Free" Registration tickets are strictly non-transferable.

1.3. If a Member is found to have lapsed in attendance of 3 free webinars, without cancellation of registration at least 3 working days prior to the event, their subsequent free registrations will be rejected and the usual registration fee will apply. Strictly no exemptions will be considered.

1.4. Registration closes on the date as stipulated on the registration page or when all seats are filled.

1.5. Allocation of seats is on a first-come-first-served basis and there are limited seats for each programme.

1.6. The registration fee is due and payable upon registration and must be received prior to the programme.

1.7. Payment must be made by the closing date stated. Registration will only be confirmed upon receipt of full payment.

1.8. The Law Society reserves the right to refuse to register or admit any participant, and to cancel or postpone the programme.

1.9. For paid registrations, a substitute delegate is welcome, provided that The Law Society is notified in writing of the substitute delegate's name and particulars at least 3 working days before the programme. Substitution of registrant is not applicable for "Free" registration tickets.

2. Cancellation and Refund of Fees

2.1. Participants who cancel their registration before the commencement date shall be liable to pay the percentage of the registration fee set out as follows:

- i. 20 calendar days before commencement date: 25% of registration fee.
- ii. 8 to 19 calendar days before commencement date: 50% of registration fee.
- iii. 7 calendar days or less before commencement date: 100% of registration fee.

2.2. Participants who cancel their registration without prior payment shall also be liable to the cancellation fee set out in 2.1. In the event that the payment for cancellation fee is not received despite multiple chasers, a tax invoice will be issued and mailed to your law practice/organisation.

2.3. Participants who are unable to attend the programme due to medical exigencies will be subject to a cancellation fee of 50% of the registration fee.