

# The Business of Law: Start as You Plan to Continue™



**Windsor Law**  
University of Windsor

This four-day course will give attendees the skills and resources to launch their solo or start-up practice successfully. Each day will focus on a different element for a successful practice: The Idea, The Rules, The Innovation, and The Pitch.

**Date:** 2019 June 8, 9, 22 & 23  
**Location:** University of Windsor, Faculty of Law, 401 Sunset Avenue, Windsor, ON  
**Program Chair:** Kadey BJ Schultz, Schultz Frost LLP

**Evaluation Method:** Business Plan “Elevator Pitch” with Q&A – 80%  
 Attendance and Active Participation - 20%

<b>Saturday, June 8, 2019</b> <b>Day 1 - The Idea</b>		
<b>9:00 – 10:30</b>	<b>Welcome &amp; Introduction to “The Idea” Knowing Your “Why”</b>	
<b>9:30 – 10:45</b>	<b>Leadership Cultures: People &amp; Practice*</b>	
<b>10:45 – 11:00</b>	<b>WELLNESS BREAK</b>	
<b>11:00 – 11:45</b>	<b>Professional Responsibilities</b>	
<b>11:45 – 12:45</b>	<b>Entrepreneurship 101: Money Matters</b>	
<b>12:45 – 1:15</b>	<b>LUNCH</b>	
<b>1:15 – 2:45</b>	<b>Entrepreneurship 101: IT</b>	
<b>2:45 – 3:00</b>	<b>WELLNESS BREAK</b>	
<b>3:00 – 4:15</b>	<b>Entrepreneurship 101: Insurance</b>	
<b>4:15 – 4:30</b>	<b>Reflect on the Day</b>	

\*CPD EDI = 1 hour

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<b>Sunday, June 9, 2019 Day 2 - The Rules</b>		
<b>9:00 – 10:00</b>	<b>Welcome &amp; Introduction to “The Rules” Practice Management</b>	
<b>10:00 – 11:15</b>	<b>Alternative Business Structures</b>	
<b>11:15 – 11:30</b>	<b>WELLNESS BREAK</b>	
<b>11:00 – 12: 30</b>	<b>Cyber Threats and Protection</b>	
<b>12:30 – 1:15</b>	<b>LUNCH</b>	
<b>1:15 – 3:00</b>	<b>Ethical Advocacy Practitioner Panel: Personal Injury, Criminal, Real Estate &amp; Family Law</b>	
<b>3:00 – 3:15</b>	<b>WELLNESS BREAK</b>	
<b>3:15 – 4:15</b>	<b>Client Service &amp; Record Keeping (LSO)</b>	
<b>4:15 – 4:30</b>	<b>Reflect on the Day</b>	

\*CPD EDI = 1 hr 45 mins

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<b>Saturday, June 22, 2019 Day 3 - The Innovation</b>		
<b>9:00 – 9:30</b>	<b>Welcome &amp; Introduction to “The Innovation”</b>	
<b>9:30 – 10:45</b>	<b>Redefining the Status Quo: Values, People &amp; #MeToo *</b>	
<b>10:45 – 11:00</b>	<b>WELLNESS BREAK</b>	
<b>11:00 – 11:45</b>	<b>Entrepreneurship 101: Space</b>	
<b>11:45 – 12:15</b>	<b>LUNCH</b>	
<b>12:15 – 1:15</b>	<b>Marketing &amp; Branding: Selling Yourself (not your soul)</b>	
<b>1:15 – 2:45</b>	<b>Entrepreneurs in the Industry (Panel)</b>	
<b>2:45 – 3:00</b>	<b>WELLNESS BREAK</b>	
<b>3:00 – 4:15</b>	<b>Perfection is a Dirty Word: Mental Health, Wellness, Addiction, and Lawyers</b>	
<b>4:15 – 4:30</b>	<b>Reflect on the Day (Q&amp;A)</b>	

\*CPD EDI = 1 hours 15 mins

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<b>Sunday, June 23, 2019 Day 4 - The Pitch</b>		
<b>9:00 – 9:30</b>	<b>Welcome &amp; Introduction to “The Pitch”</b>	
<b>9:30 – 11:00</b>	<b>Putting More Seats at the Table – Beyond Bias*</b>	
<b>11:00 – 11:15</b>	<b>WELLNESS BREAK</b>	
<b>11:15 – 12:00</b>	<b>Looking Forward: Your Next Steps to Solo or Small Practice</b>	
<b>12:00 – 12:45</b>	<b>“Elevator” Pitch Presentations (with Q&amp;As)</b>	
<b>12:45 – 1:15</b>	<b>LUNCH</b>	
<b>1:15 – 2:00</b>	<b>Certificates &amp; Reception</b>	

\*CPD EDI = 1 hours 30 mins