

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%

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

*CPD EDI = 1 hour

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Sunday, June 9, 2019

Day 2 - The Rules

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

***CPD EDI = 1 hr 45 mins**

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Saturday, June 22, 2019

Day 3 - The Innovation

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

***CPD EDI = 1 hours 15 mins**

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**Sunday, June 23, 2019
Day 4 - The Pitch**

9:00 – 9:30	Welcome & Introduction to “The Pitch”	
9:30 – 11:00	Putting More Seats at the Table – Beyond Bias*	
11:00 – 11:15	WELLNESS BREAK	
11:15 – 12:00	Looking Forward: Your Next Steps to Solo or Small Practice	
12:00 – 12:45	“Elevator” Pitch Presentations (with Q&As)	
12:45 – 1:15	LUNCH	
1:15 – 2:00	Certificates & Reception	

***CPD EDI = 1 hours 30 mins**