



# *Business Coaching for Practice Owners and Managers*

1-on-1 coaching sessions with Clarissa Rayward to help you navigate the world of owning, managing and growing your business in law.





Owning or running your own law firm comes with its joys and its challenges. When we first open the doors we are excited at the prospect of doing things 'our way'. What often follows is that the day-to-day operations of running a business get in the way and slow down the business trajectory.

Getting clarity on what needs to be prioritised can be difficult when all the responsibilities fall on you. Clarity and progress comes from working through the obstacles as they arise with the help of someone who has walked the path before you. To have them listen to your needs, share their experiences and guide and support you on the journey towards the business you imagine.

After 10 years of owning and operating her own law firm in Brisbane and from speaking to fellow business owners in 'law land', Clarissa has identified the common issues that we all experience in our businesses. Building a business or personal brand, bringing on team members, budgeting, social media marketing, networking, time management and everyday 'growing pains' can be avoided or alleviated with support and guidance on ways to overcome them.

## *So... Who is it for?*

### **If you are?**

- A lawyer wanting to grow your business,
- A lawyer experiencing 'growing pains' in your firm,
- A lawyer starting out in your own firm; or
- A practice manager looking to optimise business presence.

### **Who is...**

- Wanting guidance to develop products or packages
- Looking for clarity with specific problems within your business
- Seeking advice around establishing or improving practice operations
- Looking to increase your business brand presence in the market
- Wanting to be more visible and boost your personal brand
- Interested in understanding or developing in Collaborative Practice
- Wanting to optimise your client experience
- Looking to develop in leadership internally and/or externally; or
- In need of someone to discuss and problem-solve on business issues as they arise.



# *Are you finding yourself second-guessing your judgement on how you run or market your business?*

For most of us, we began our careers as lawyers, not business owners so we have a lot to learn when it comes to managing the 'business' side of law. Running a firm can be tricky work when we are managing cases at the same time. Having another person to run problems and ideas by can lessen the load, give you clarity of direction and more time to focus on the things in life that matter to you the most.

With time so hard to find you may feel like there is no chance to add coaching calls into your already-busy week.

Just as successful athletes allocate time in their gruelling schedule to strategise their way to peak performance, business owners and managers must allocate time to get perspective on what will drive them closer to the outcomes they desire. Just as an athlete wouldn't solve problems and strategise alone, neither should you.

Consider how many goals on your to-do list are still incomplete from 3 months ago? It is easy to lose sight of what we know is important which is where planning with accountability is key.

Creating the commitment to problem-solve and plan with someone who can bring a fresh perspective to your problems and goals will get you on the path you need to be on, faster. Especially rare is access to a business coach who understands the nuances specific to a law business.



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### **So how does it work?**

You can choose the timeframe that best fits your needs. Clarissa is offering coaching packages as short as three months through to 12 months.

## *Business coaching package options*

**12 months of Business Coaching**

\$11 000 (incl GST)

**6 months of Business Coaching**

\$6 600 (incl GST)

**3 months of Business Coaching**

\$4 400 (incl GST)

Installment arrangements are available for all packages.



## About Clarissa

I am a divorce lawyer and I specialise in helping separating families stay out of the Family Courts and stay friends as I believe that a divorce can be part of a relationship that we can look back on with some pride.

In 2013 I started a blog called 'The Happy Family Lawyer'. At that time I was anything but a 'happy lawyer'. But late one Saturday night a very quick decision to start sharing my thoughts on how you can have a kind, calm and respectful divorce marked the beginning of my 'happy lawyer' story.

What began as a simple blog has fast become of community of almost 10,000 people all committed to changing the experience of divorce and separation for the better. In 2015 I published my first book, 'Splitsville- How to separate, stay out of Court and stay friends' a legal guide for families experiencing divorce and separation.

As I started to share my thoughts on life, love, heartbreak and happiness I soon found many other lawyers from around the globe getting in touch. Many of these lawyers were unhappy and were looking for guidance on how they too could practice law and find happiness in their life. You see being a lawyer takes a lot of hard work. We spend most of our time dealing with other people's problems and as such it can be hard to see the good in all that we do.

In 2016 I started writing my second book- 'Happy Lawyer, Happy Life- How to find happiness in law and in life' in an attempt to address the rising rates of unhappiness in the legal profession.

Over the past few years I have found myself doing a few new things- I am still a divorce lawyer and run a great team of lawyers at my firm but now I get to do more of the things that I love- writing, speaking and sharing my knowledge and it is this that has enabled me to truly find happiness in my career.

I regularly run training for professionals, particularly lawyers, in areas such as collaborative practice, wellness, marketing and other matters relating to the practice of law and running small business. From those training days I was often asked to provide thoughts and advice on what I know from establishing and growing my own brand and practice.

The Club, an online membership portal was born and we currently have a community of over 60 professionals who learn and collaborate in that space. Business Coaching is a natural extension from that community for people who want support that is specific to their needs. It is an opportunity for Clarissa to get to know your struggles, your goals and provide guidance and support as you navigate your life as a business owner and manager in law land.



# Where to from here...

If you are interested in Business Coaching with Clarissa please get in contact to discuss further our packages.

## CLARISSA RAYWARD

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