



Debunking The Myths of Law Firm Business Coaching

White Paper

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Law Firm Business Coaching

In the general business world, coaching is about both professional and personal development. It's more focused on identifying the root of practices than actually implementing them. But law firm coaching is different.

A typical business coach does not get involved in actually doing the work of law firm operations; instead, they act more as an advisor that helps business administrators and managers do the work with greater efficiency or result. Law firm business coaching requires more of a hands-on approach. That is, it's required if the goal is to maximize the firm's success.

In this white paper, we're going to explore some of the myths about law firm business coaching and explain the truth. We're also going to dive into some of the benefits of coaching and business development strategies for law firms.

But first, let's set the scene...

How did we get here?

The practice of law has been a foundational part of our society and civil business for centuries. The first lawyers – sometimes known as “orators” – began their efforts in ancient Greece and Rome. Through the centuries, the practice of law changed and became more structured and respected, particularly in the late 1100s and early 1200s. By 1250, the legal profession was more established. During the 1700s, lawyers became increasingly powerful in the development of the American colonies and our legal system.

From then until the dotcom boom in the 1990s, the management styles and practices of law firms rarely changed. For almost a century, there was little in the way of change or disruption in the practice of law.

But now – along with many other industries – law firms are feeling the effects of recent disruptions:

- Economic pressures
- New expectations from associates
- Globalization & competition
- Increasing integration of artificial intelligence & smart machines
- The global pandemic

These firms are also under immense pressure to modernize their practice on many fronts:

- New systems & technologies
- Process automation
- Digitized case files and records

All of the above have fueled substantial, radically transformative changes to the practice of law.

As a result, today's legal departments and law firm administrators find themselves expected to maintain a high-caliber work product, increase efficiency and productivity, and retain talent (associates, paralegals, etc.). They also need to have high-functioning leaders at the administrative and managerial levels, supported by legal practice groups to perform the work.

Benefits of Legal Process Outsourcing

In order to maintain a high caliber of legal and case work, do so with optimal efficiency and high-functioning productivity, and retain legal talent at all levels, law firms need help. After all, firm partners cannot achieve their own success without support, and how are they to train and develop their support staff while also representing clients in the courtroom and in documents?

Law firm coaching offers the leadership support and business development that law firm administrators need to allow them to focus on their areas of expertise and responsibility, while ensuring efficient processes and successful practices at the firm.

Law firm business coaching provides a specialized focus from experienced professionals who have the knowledge, skills and tools to:

- Guide the firm to achieve positive revenue streams
- Create policies & procedures that result in effective, streamlined & successful operations
- Maintain productive and constructive client relationships
- Effectively cultivate, nurture and manage attorneys & law firm staff

The primary way to achieve law firm success is to cultivate and nurture leaders at all levels of the organization. This requires the firm to invest in professional development, leadership training, and targeted individualized and/or group coaching to raise the firm's overall emotional intelligence.

3 Myths of Law Firm Coaching



When it comes to coaching law firm staff for success, there are some misconceptions – particularly because coaching a law firm involves very different motivations and perspectives than coaching a business in other industries. Certainly, some general goals – positive revenue, client satisfaction, and a happy and productive team – apply across the board.

Let's tackle the myths that we often encounter about law firm coaching.

Myth #1: “Coaching” is just a glorified term for “training”

Law firm coaching involves much more than simply identifying best practices and teaching them to your team. It requires a strategic approach to how the firm operates, identifying obstacles and opportunities for improvement, and then outlining customized policies and processes that compliment the firm's environment and goals. Finally, the coach needs to implement the new procedures in a way that minimizes operational disruptions while ultimately achieving greater efficiency and success.

Myth #2: It's better to hire a coach from within the firm versus hiring from outside

Studies actually show that when firms work with an external business development and coaching professional (or firm), it leads to a more successful coaching experience. The evidence suggests that this is because an external coach may be more willing to provide honest feedback – particularly to high-level employees – when compared with peers or subordinates inside the firm. For law firm professionals, coaching from an external source is particularly beneficial because law firm employees place a high value on confidentiality; something that may not be possible or realistic when the coach is sourced from within the firm.

Myth #3: Law firm coaches don't actually do any work

This myth can be true with some agencies who offer law firm coaching, but with Back Office Legal, the truth is absolutely the opposite. Training your staff with best practices and expert-driven processes is actually one of the last steps in our process:

1. Perform an in-depth review of all law firm policies and processes
 - Identify challenges, barriers to success, and opportunities for improvement
2. Categorize and assemble resources (human and economical)
3. Organize and optimize processes with hands-on implementation
4. Train law firm staff about the new processes
5. Continue to develop and adjust processes as the need arises

When you partner with Back Office Legal, we provide a full suite of legal process services:



Reception & Client Intake



Law Firm Marketing & SEO



Billing & Collections, Bookkeeping, CPA Services



Trust Accounting



Virtual Document Clerks & Paralegals



Tax Return filing services



Law Firm IT Consulting



Attorney Recruiting & Law Firm HR



Law Firm Coaching

All of these services are offered à la carte – you can pick and choose which services you need to more efficiently manage your law firm’s back office. However, coaching is something we provide with every service.

We don’t just train your staff on how to perform our expertise-driven procedures, we actually perform the work on your firm’s behalf, so that you can optimize the distribution of your human and financial resources and minimize costs. After all, it’s far more affordable and lower risk to hire an independent contractor instead of an employee.

Meanwhile, Back Office Legal becomes part of your team. We believe that the best businesses are based on relationships – between your staff and your vendors, your firm and its clients, and amongst your employees as well.

Contact us to learn more, schedule a free consultation to review your firm’s needs and challenges, and take the step toward a successful future for your law firm.

Call (206) 596-3000 or email us at info@backofficelegal.com to learn more!