

About Corporate Ladders

Corporate Ladders offers a full range of business development services to equip you with the tools needed to maintain and grow your practice. From recommending problem-specific solutions and business development strategies to developing business plans and customized marketing initiatives, our dynamic senior talent, visionary foresight, expertise and experience gives you the edge on your competition.

Why not contact us now and put the Corporate Ladders team to work for you?



Coaching for Legal Professionals

Practice Development for Attorneys



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Managing and growing a legal practice is no easy task. Keeping up with phone messages and emails, changing court dates, endless filings, and responding to clients' needs while providing outstanding representation can consume many of your available billable hours - not leaving much time for finding new clients. Today, business development or "Rainmaking" by individual attorneys has become essential for continued professional and financial growth. Competition for professionals with the proven ability to satisfy clients and bring in new business continues to escalate. Conversely, without a continuous inflow of client business both you and your practice are exposed to unnecessary risk, which can quickly undo all that you have worked so hard to build.

Ask yourself the following questions:

- ❑ *Is your client book growing at a rate sufficient to assure your practice will be viable both today and in the future?*
- ❑ *Are you satisfied with your individual business development results?*
- ❑ *Do you have a plan to grow your legal practice?*
- ❑ *Have you assessed your skills and ability to attract new clients?*
- ❑ *Do you know how to build your practice?*
- ❑ *Are you able to get client engagements closed?*

If you answered **"No"** to any of these questions, Corporate Ladders can show you how learning the essentials for business development will help you improve your practice, while continuing to sustain your workload and billable hours. Our team has trained and coached hundreds of professionals to clear away the distractions, master the required techniques, and grow their practice. We can help you too.

Demand is Low – But not for "Rainmakers"

According to a report by IBISWorld, job openings for new law school graduates has fallen to its lowest point since 1994. Layoffs at larger firms has resulted in experienced lawyers now holding many of the spots usually available to Associates. Much of this reflects the effects of a slower economy, reduced spending on legal services, increased demand for alternative fee arrangements, and firm wide cost-cutting. However, there is some good news; we see demand rising for attorneys with a strong work ethic, solid track record, and the skills to develop a client book.



Our Proven Approach:

Review & Assessment

We thoroughly review and evaluate your existing business development efforts, your firm's marketing support capabilities and initiatives, and your personal plan for growth development activities. We will discuss our findings with you, highlighting areas where your exposure is greatest and identifying areas for both improvement and opportunity.

Business Development Coaching

What really sets Corporate Ladders apart from other business development and coaching firms is our recognition that the best business plans, strategies, programs and methods need to be successfully executed and followed through to ensure success. Using the information acquired during our review, we will help you understand your situation, learn new techniques, and develop a business development plan that will work for you. We work with you to increase your skills to "sell" to clients rather than just "service" them and we stay with you to provide the coaching you need to succeed.



At Corporate Ladders, your success is our success!

We bring over 35 years experience working with professionals to grow revenues to the next level.