



# The Successful Lawyer: Powerful Strategies for Transforming Your Practice

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Gerry Riskin is a Canadian lawyer and business school graduate with a global reputation as a pioneer in the field of professional firm economics and marketing. He is also a leading expert on managing professional service firms.

He speaks with in-the-trenches experience. A practitioner since 1973, he has worked as a partner and managing partner at Canadian law firms. In 1983, he co-founded The Edge Group with another well-known law firm consultant and author, Patrick McKenna. Edge Group has evolved into Edge International, a global firm with clients in over 30 countries. Through Edge International, Gerry has become a popular facilitator, teacher, retreat speaker and trusted advisor to many of the world's largest and most prominent law firms.

Don't let Gerry's big firm credentials scare you away – this book is not just for big firm lawyers. It provides practical and helpful advice for lawyers at any size

of firm and any stage of practice.

In the book Gerry distills his knowledge on practice management and client development into a well-organized, practical and readable format. You'll learn how to re-plan your future and build skills in a wide arena, including areas such as: active listening, managing client relationships, building client rapport and long-term relationships, handling heavy workloads, effective delegation, dealing with complaints, running effective meetings, business development, firm management and leadership.

The book gives you new insights into delivering client value in an efficient and profitable manner. You'll also learn how to develop the more entrepreneurial approach that delivery of legal services in a competitive global economy demands.

The book resonates with common sense. But common sense is not always so obvious or common, especially when you are running at breakneck speed on

the treadmill of a busy practice. Through his comments and personal anecdotes, Gerry will get you to reflect on and critically analyze your firm, your practice, and what you want out of the practice of law. On top of learning the skills that you need to build a successful, personally rewarding and profitable practice, many will find the motivation and inspiration to increase their passion for what they are doing.

This publication is available as a 256-page book (US\$84.95), a 330-minute audio program on audio tapes or CDs (US\$149.95), or as a combination package of the audio CDs and the book together (US\$209.95). ABA LPM section members get a discount on these prices.

For more information on this book, and the other excellent ABA LPM Section publications go to [www.abanet.org/lpm/catalog](http://www.abanet.org/lpm/catalog).

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tech tip

## Work that never goes missing

We have all experienced the upset and frustration of losing work due to an unexpected computer crash.

Thankfully, there is a very simple and easy way to prevent this from ever happening to you again.

In most Windows programs, pressing Ctrl+S will save your work. This key combination is the same as clicking on

File, then Save, or clicking on the Save button (the floppy disc icon) on the toolbar.

In many e-mail programs Ctrl+S saves a copy of your message in the Drafts folder.

While it accomplishes the same thing, using Ctrl+S to save your work is much faster as you don't have to take your fingers off the keyboard and reach for the mouse.

Get into the habit of pressing Ctrl+S to save your document each time you finish a page or even a paragraph. If your computer crashes you will only lose the changes you made after you last saved the document.