

# I dare to dream

THE *extraordinary*  
LAW FIRM CONFERENCE 

BY SUE POWERS

## Create the *Extraordinary* at ALA's Second Extraordinary Law Firm Conference

Have you dared to dream lately? Now more than ever, each and every one of us could use inspiration, rejuvenation, and a new plan on how to brave today's ever changing and challenging world. Now imagine it's 6 a.m., and you've just awoken, excited to go to work. In fact, you – and everyone at your firm – are excited to arrive at the office and do your best. Of course, this is a firm where your efforts and accomplishments are appreciated. A firm that cares about all of its people and in turn, all of the people who work there care about each other and the success of the firm.

Just a dream? Not according to the research! A link exists between extraordinary people practices and an improved bottom line, according to studies conducted by U.S. Department of Labor. And with studies that show firms from the "best" lists deliver higher returns than their peers, it's hard to argue – when you invest in your people, you invest in your firm's success.

Discover for yourself the benefits of dreaming the dream and creating an extraordinary work place for everyone in your law firm at ALA's upcoming **Extraordinary Law Firm Conference**, February 19-21, 2009, in Carefree, Arizona.

- **Receive more qualified job applications** for open positions.
- Experience a **lower level of turnover**.
- Experience **reductions in health care costs**.
- Enjoy **higher levels of customer satisfaction** and customer loyalty.
- Foster **greater innovation, creativity and risk taking**.
- Benefit from **higher productivity and profitability**.

The 2009 conference also offers individualized, multiple tracks for first-time attendees, managing partners/attorneys, and those returning from last year's Extraordinary Law Firm Conference. Attendees will also have the opportunity to partake in customized pre-conference assessments and discover onsite how to maximize their assessment results.

At ALA's 2009 Extraordinary Law Firm Conference, meet a community of people with values like yourself – people who are committed to fulfilling the dream of creating an extraordinary work environment that meets the needs of its employees while staying ahead of the market during these challenging times.

In fact, in this increasingly troubling economy, this is precisely the moment to examine how to retain top talent and boost morale, while reducing costs and increasing profitability.

This is an extraordinary opportunity you won't want to miss! Learn how a firm of any size can become an extraordinary workplace, a workplace with energized, productive employees and fresh ideas on how to thrive during these challenging times. Perhaps best of all, come away rejuvenated, and with a customized implementation strategy to enhance your place of work.

Make 2009 the year you dare to dream, accept the challenge, and create the extraordinary in your firm! Register today for ALA's Extraordinary Law Firm Conference at [www.extraordinarylawfirm.org/conference](http://www.extraordinarylawfirm.org/conference).

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**MEET OUR EDUCATION/BUSINESS PARTNERS WHO SUPPORT YOUR EXTRAORDINARY PROJECTS WITH PRODUCTS, PROCESSES, AND SERVICES THAT CONTRIBUTE TO CREATING AN EXTRAORDINARY WORK ENVIRONMENT.**

