



Raise the Bar



and Become an Extraordinary Law Firm

ALA's Newest Conference Shows You Exactly How It's Done

"There is no greater accomplishment for firm leaders than to improve the quality of life for co-workers while achieving other business objectives," writes Charles E. Stinnett in *The Extraordinary Law Firm: Making Your Firm a Great Place to Work*. In fact, several recent studies have revealed what most of us already know: **there is a direct link between high employee satisfaction and superior business results.**

We know what you are thinking ... *It's easier said than done. Law firms have a unique structure. We're too small. We're too big. No two days are alike. I'm too busy putting out fires.* We have all heard it before. But the truth is it can be done – has been done – and at ALA's new **Extraordinary Law Firm Conference, in beautiful Carefree, Arizona, on January 25-26, 2008**, you can learn the best practices that will transform your law firm to an extraordinary place in which to work.



Hal Adler



Laurie Bassi, Ph.D.



Charles Stinnett

Join **Hal Adler**, President of the Great Place to Work® Institute; **Laurie Bassi, Ph.D.**, CEO of McBassi & Company and author of the study "Maximizing Your Return on People," published in the *Harvard Business Review*; **Charles Stinnett**, the aforementioned author of *The Extraordinary Law Firm: Making Your Firm a Great Place to Work*; and representatives from law firms named on FORTUNE's 100 Best Companies to Work For® list for two full days of interactive events with industry experts. This conference is designed for Executive Directors, Principal Administrators, Human Resources Directors, and Managing Partners representing law firms of all sizes that are looking to achieve the highest level of operation.

DURING ALA'S EXTRAORDINARY LAW FIRM CONFERENCE, LEARN FROM THE BEST!

- **Discover** from dynamic Great Place to Work® Institute President Hal Adler how investing in human capital can make an extraordinary workplace. Noted panelists representing top companies will join Adler to discuss what has made their organizations great places to work and answer attendees' questions.
- **Examine** the variables and strategies that combine to create an extraordinary law firm from author Charles Stinnett. Representatives from law firms featured on FORTUNE's 100 Best Companies to Work For® list – Alston & Bird, LLP; Arnold & Porter, LLP; Cairncross & Hempelmann, PS; GordonDerr, LLP; Nixon Peabody, LLP; Morrison & Foerster, LLP; and Perkins Coie – will share what initiatives they implemented to make their offices great places to work. An open discussion will follow.
- **Laurie Bassi, Ph.D.**, will discuss the specifics of investing in human capital to make law firms both extraordinary and profitable. Bassi will outline the operational areas in which to invest and the tools to accurately measure your success. Each participant will receive a personalized firm evaluation based on survey results taken at registration.

The Extraordinary Law Firm Conference will also offer unique workshops on Strategic Planning and Buy-In Strategies, Return on Investment Metrics, Project Management (including Resources and Financial Management), and Human Resources and Professional Development Implications and Strategies. Attendees and facilitators will work in small group settings to maximize learning.

Later, in exciting new Sponsor Lounges, attendees will continue their conversations from the workshops with select business partners representing key products, processes, services, and ideas for implementing a strategic plan to create an extraordinary law firm. Gather information on Office Design, Legal Technology, Work-Life Balance, Compensation Systems, Benefits, Child Care, Talent Recruiting, and Succession Plans.

This is no ordinary conference. We expect you to work. While at The Extraordinary Law Firm Conference, key leaders and industry executives will share their knowledge and best practices in an interactive, hands-on, workshop format. Perhaps best of all, you will take home a customized implementation strategy created by you – your guide when transforming your firm into an extraordinary place to work.

After the conference, establish ongoing partnerships. ALA understands that the best of intentions can lead to frustration when questions arise after the conference is over. Therefore, included in the registration cost is a year's worth of continued discussions, progress checks by ALA staff, and a forum for peer support with other participants on the same journey. Moreover, these discussions will culminate in a "Best Practices Database" featuring all the initiatives designed and developed by participants throughout the year.

INCLUDED IN YOUR CONFERENCE REGISTRATION:

- A pre-conference evaluation conducted by McBassi & Company providing attendees with blueprints for identifying their firms' strengths and weaknesses;
- copies of two terrific books published by ALA: *The Extraordinary Administrator*, by Paul A.C. Malliaté; and *The Extraordinary Law Firm: Making Your Firm a Great Place to Work*, by Charles Stinnett;
- a pre-loaded USB "flash drive" containing conference handouts;
- a professional padfolio; and
- all on-site meals, including complimentary Sunday morning brunch for networking with speakers, business partners, managing partners, and colleagues.

Making your law firm extraordinary IS within your reach. More information (including registration information) will arrive soon at www.extraordinarylawfirm.org. ♦

THE VENUE: CAREFREE RESORT & VILLAS: CAREFREE, ARIZONA



The Carefree Resort & Villas in Carefree, Arizona, offers an exquisite setting for The Extraordinary Law Firm Conference. Nestled in the gorgeous Sonoran Desert, just north of Scottsdale, this luxurious resort has retained the small-town hospitality and unique Arizona heritage that guests have come to cherish. It offers a fitness center, tennis club, luxurious spa, and other



services and activities too numerous to list. Attendees will receive a discounted fee of \$5 (regularly \$15) for these services and 10 percent off any spa service. Plus: Be one of the first 100 registrants and your accommodations can be upgraded to a one-bedroom Villa Suite. Learn more about this extraordinary venue at www.carefree-resort.com.