

The Nuts & Bolts of Lawyering

Fall 2014

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Course Introduction

WELCOME TO BIGBY & BULL LLP

Bigby & Bull LLP ("B&B") was founded in 1920 as Bigby, Bull & Bean by Horatio Bigby, Robert Bull, and Joseph Bean. It originally concentrated on advising investment and commercial banks on corporate and securities law issues but over the years has developed a full-service legal practice. Bigby & Bull has always prided itself on the excellence of its lawyers' work, its blue chip client base, its lawyers' integrity and devotion to public service, and its strong pro bono efforts. Joseph Bean served as a U.S. Supreme Court Justice and a number of other B&B attorneys have served on the bench or in government positions. B&B is now a 500-attorney firm headquartered in New York with offices in Washington, DC, Silicon Valley, London, Paris, and Shanghai. B&B's client base draws from the Fortune 500 and major multi-national corporations but, like most firms, B&B has found the competition for these clients' work to be increasingly fierce. Thus, it is constantly alert for ways to increase its business footprint.

Bigby & Bull has hired a class of new associates who will start on August 26. Welcome. You are those associates and are expected to arrive ready for work. Please make sure that you have reviewed the course syllabus on the website and the first week's reading (below) before the first class.

Class Schedule and Assignments

The following is a schedule of classes and a list of reading assignments for the first four weeks of class. Reading assignments may be added, but I will try to give you adequate notice. Most of the reading will be available on TWEN, but articles will occasionally be emailed. **Please send me your email address as soon as possible. It is important to check your email frequently because, as in real life, things change.**

Familiarity with the assigned reading, which is in some respects different from standard law school reading, is expected. Reading assignments under each date are expected to be completed prior to that day's class.

Class Schedule and Reading Assignments

August 26 – Your First Day at Work

You are expected to show up ready for your first day at Bigby & Bull. The class will include a brief orientation and your first challenge: meeting the lawyer you will be working with and receiving your first individual assignment.

Reading to be completed prior to class (All articles are on TWEN)

"Herding Cats", Dr. Larry R. Richard

"What Makes Lawyers Tick?", Dr. Larry R. Richard

Professionalism: The Road to Contentment

The Importance of Emotional Intelligence in Law Firm Partners

What Makes Law Firms succeed or Fail?

September 2 – " The Client Pitch " – Part I

The class will cover basics relating to a lawyer's most important assets, her clients. In particular, we will cover meeting with clients, understanding their concerns, and making them want to hire you.

We will also discuss the preparation of client "pitches". You and a teammate will be assigned a "client" to "pitch" .

Reading to be completed prior to class (All articles are on TWEN)

Are Your New Lawyers on the Right Marketing Track?

Would-Be Clients Watching, Weighing On-Line Evaluations

Winning Legal Business From Small and Mid-Sized Companies

How to Ask for the Business

Selected Business Development Articles (a few short pieces posted together)

Ten Simple Steps to Turn Your Associates into Marketers

September 9 – Managing Your Career

This class will start (or continue) your process of focusing on developing career goals and ways to achieve them.

Reading to be Completed Prior to Class (All articles are on TWEN)

Brady & Kanarek, "Managing Your Career",

Taking the Wheel

Taking Ownership

Leadership Development

Feedback in the Blindspot

September 16 – The Client "Pitch"

Working with information you have prepared, in teams of two, you will meet with a client to persuade the client to hire B&B. Each "pitch" will be done in class and discussed afterward.

You may want to review the reading assigned for September 2 in preparation for this class.