

The Practical Aspects of Being a Lawyer
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Course Introduction and Assignments

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 January 22. 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. The reading will be available either on TWEN or 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. **Remember that this is a law firm and you are expected to attend and be prepared.**

Class Schedule and Reading Assignments

January 22 – 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, which will be due in initial form on January 29.

Reading to be completed prior to class (All articles will be 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?

January 29 -- Developing Business – Part I

After students have reported on their assignments, 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 will be on TWEN)

Would-Be Clients Watching, Weighing On-Line Evaluations

Winning Legal Business From Small and Mid-Sized Companies

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

Ten Simple Steps to Turn Your Associates into Marketers

5 Things Law Firms Should Never Say in a Beauty Contest

The Top 5 Beauty Contest Pet Peeves of Clients

Choosing Social Media for Client Development

February 5 – Developing Business - The Client "Pitch"

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

You may want to review the reading assigned for January 29 in preparation .

February 12 – Managing Your Career

This class will start (or continue) your process of focusing on developing career goals and ways to achieve them. Students should be prepared to discuss their reasons for choosing law as a profession, how law school has furthered or changed their plans, and their short and long-term career goals.

Reading to be Completed Prior to Class

Brady & Kanarek, "Managing Your Career",

Taking the Wheel

Taking Ownership

Feedback in the Blindspot

February 19 – Presidents's Day – No Class

February 21 – (Wednesday Class) - Organizational and Survival Skills

Review of client "pitches". Discussion of skills necessary/useful for

surviving/thriving as a lawyer.

Reading to be Completed Prior to Class

Unethical Obedience by Subordinate Attorneys: Lessons from Social Psychology

A Judge's Guide to Protecting Your Reputation

Being Nice