

THE BUSINESS CASE FOR DIVERSITY

—Reap the Benefits of Diversity



The case for diversity makes good business cents

Diversity in the legal profession is not only the right thing to do, it is good for business. This program explains the financial and practical benefits of diversity. You will learn that:

- Diverse firms attract and retain talented attorneys, reduce turnover, create a productive work environment, and enhance business development efforts
- More corporate clients are demanding that women and minority attorneys be assigned to their work
- Women and minority attorneys are becoming successful rainmakers
- And much more

Earn elimination of bias CLE credits.



course outline

- History of diversity and law firm statistics
- How the right thing to do affects the bottom line
- Here's the business case:
 - There's a talent war
 - Turn-over is costly
 - Diverse perspectives lead to better solutions
 - Diversity as strategy in litigation
 - It's all about relationships
 - It's what corporate America wants
- Strategies to enhance recruitment and retention of women and minorities
- Ignoring diversity leaves money on the table



Roy S. Ginsburg

Roy Ginsburg is one of the most experienced attorney coaches in the Twin Cities and works with lawyers from all across the country to help them build successful and personally rewarding practices. Besides coaching, he has an active solo practice and is legal marketing ethics counsel to *Minnesota Law & Politics*® and *Super Lawyers*® magazines and FindLaw, a Thomson West company. In his 25-year legal career, Roy has worked in large and small law firms, as well as in-house counsel in corporate legal departments.

In addition to coaching and practicing law, Roy is a frequent CLE lecturer. Bar associations nationwide sponsor his programs, which are all designed to enhance the professional development efforts of attorneys.

Active in the Minnesota State Bar Association (MSBA), Roy chairs its Practice Management and Marketing Section. He received the MSBA's President's Award for his task force contributions on its Task Force on Diversity in the Profession.



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"Helping Lawyers Connect With Clients"

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