

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

Across the nation, Roy Ginsburg coaches lawyers one-to-one in the areas of business development, practice management and career development/transitions – to help them achieve individualized practice goals and career satisfaction.

Like members of his CLE audiences, Roy is a lawyer. He has practiced for more than 25 years – in law firms from large to small and in a corporate setting. As a currently active solo with a part-time practice in legal marketing ethics (with Thomson Reuters as a client) and employment law, he is completely familiar with the challenges working lawyers face each and every day of their professional lives.

Roy is a skilled, accredited and popular CLE speaker who regularly presents programs nationwide – on business development, practice management and career development/transitions – to bar associations as well as law firms. www.royginsburg.com



ROY S. GINSBURG, J.D.

Helping lawyers create successful and satisfying careers

phone: (612) 812-4500 • fax: (888) 274-1687

roy@royginsburg.com www.royginsburg.com