

THE BUSINESS CASE FOR PRO BONO

Make Pro Bono an Integral Part of Your Success



The case

for pro bono makes good business cents

How many times have you heard that doing pro bono work is the right thing to do? Have you ever heard that doing pro bono work benefits your career and builds your practice? In a one hour program, you will:

- Discover ways that pro bono work improves your lawyering skills
- Learn that pro bono service and law firm profitability are not mutually exclusive
- Find out how to use pro bono opportunities as a business development tool
- Understand how a pro bono enhanced reputation benefits you, your firm and the entire legal profession
- And much more

It pays to do good!



course outline

- Pro bono service does more than feel good
- Debunking economic myths surrounding pro bono
- What's in it for me?
 - Improve and broaden skills
 - Increase internal visibility
 - Expand business development network
 - Exposure to matters outside the norm
- What's in it for my law firm?
 - Firm cohesiveness
 - Recruiting and retention
 - Enhanced reputation in the community
- What's in it for the profession?
 - Don't take the system's legitimacy for granted
- Selfless can be selfish



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



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