

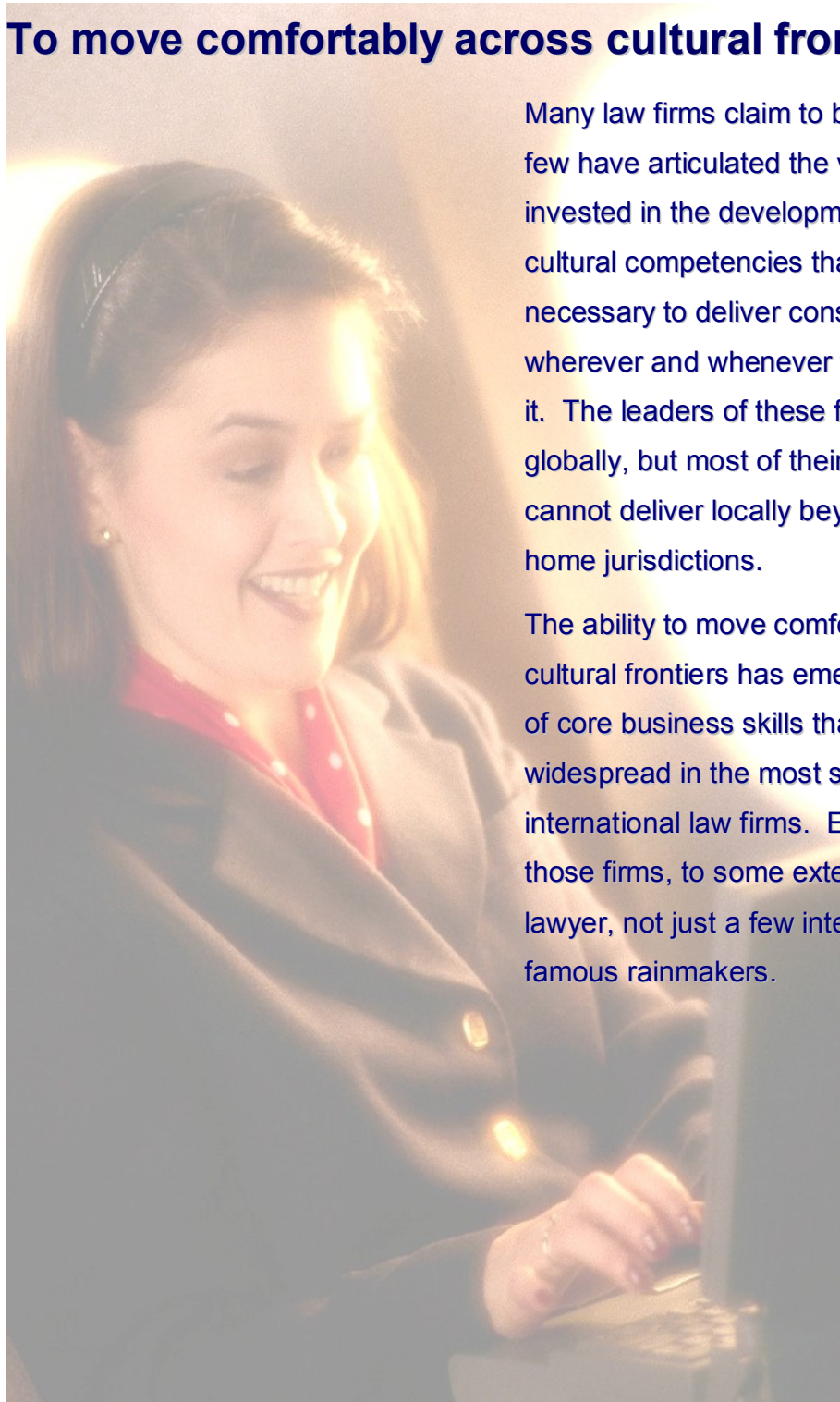
a Walker Clark
Core Business Skills development program



The Global Lawyer

prospectus

To move comfortably across cultural frontiers...



Many law firms claim to be “global” but few have articulated the values and invested in the development of cross-cultural competencies that are necessary to deliver consistent quality wherever and whenever the client needs it. The leaders of these firms may think globally, but most of their lawyers cannot deliver locally beyond their own home jurisdictions.

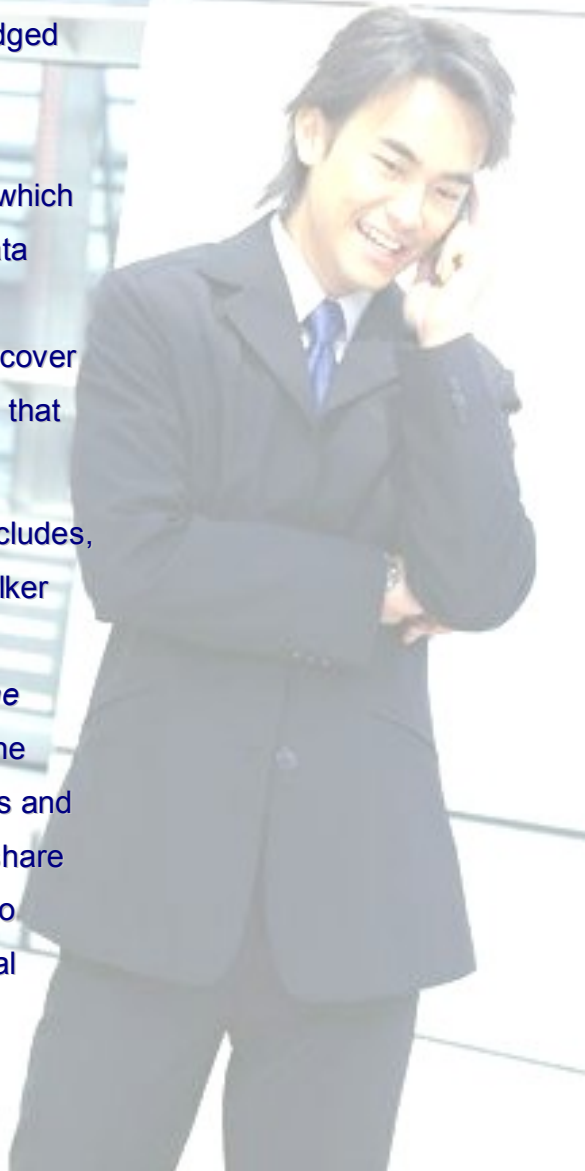
The ability to move comfortably across cultural frontiers has emerged as a set of core business skills that are widespread in the most successful international law firms. Everyone in those firms, to some extent, is a global lawyer, not just a few internationally famous rainmakers.

practical information and skills customized for your firm

The Global Lawyer is a eight-hour, two-part developmental program that is custom designed for your firm, practice specialties, markets and client base.

The Global Lawyer presents hard-edged skills and strategies that produce business results in the international practice of law. In the first session, which lasts six hours, we use real-world data and case studies, not lectures and theories, to help each participant discover and apply strategies and techniques that work best for him or her.

This Core Business Skill program includes, at no additional cost, a two-hour Walker Clark Global Practice Roundtable approximately three months after *The Global Lawyer*. Participants have the opportunity to discuss the challenges and successes they have experienced, share best practices, and plan next steps to improve their collective and individual international business skills.



real-world issues

This is not an off-the-shelf workshop on international business etiquette. Instead, we deal with real-world issues, the ones that can make the difference between success and disappointment in the international legal market.

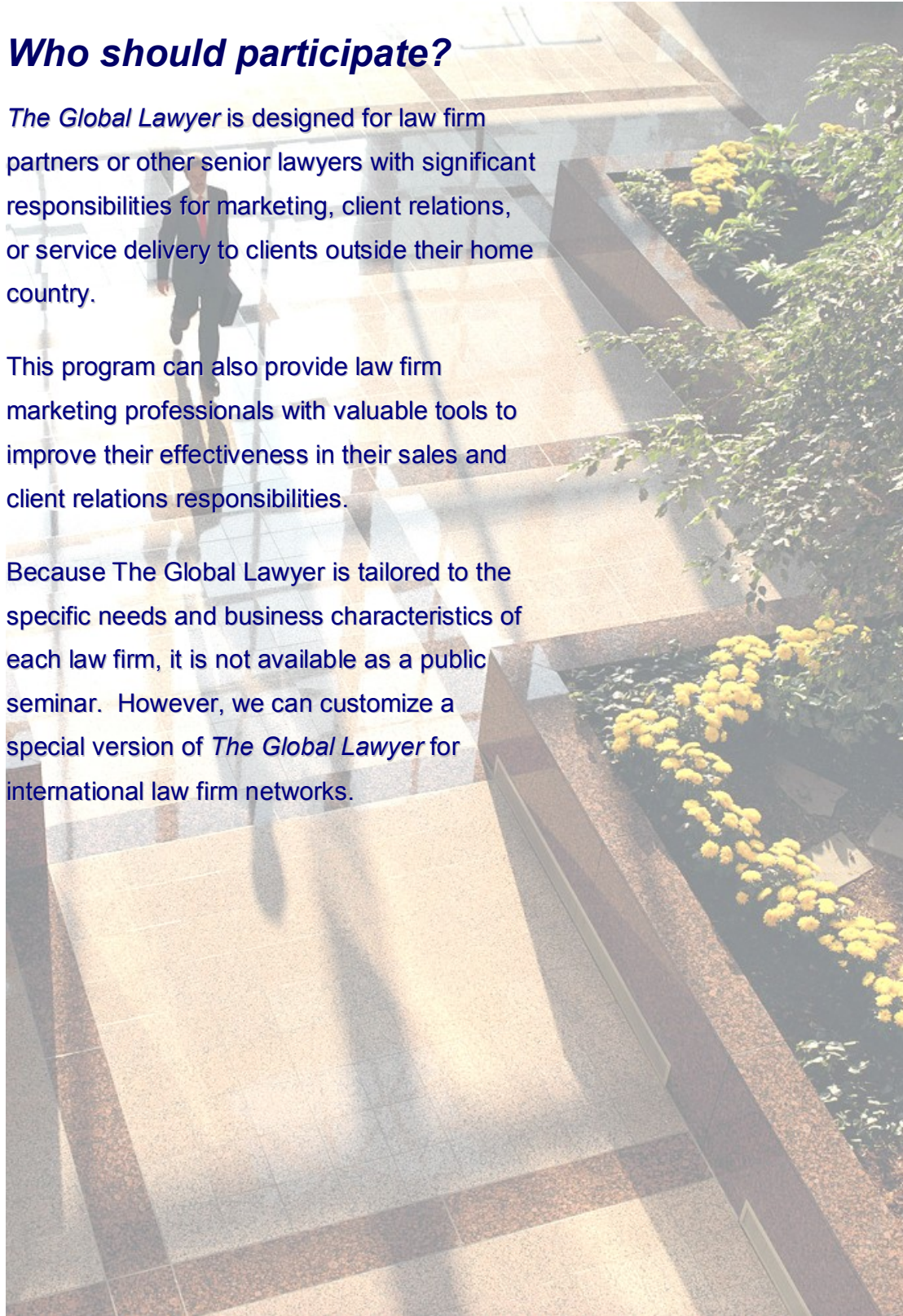
- ◆ How are lawyers from my culture perceived by colleagues and clients in other countries?
- ◆ How can my partners and I better understand personality differences and their importance in day-to-day cross-cultural business interactions?
- ◆ How can I better avoid cross-cultural blunders that can wreck business opportunities and relationships?
- ◆ What are the universal skills to learning about and succeeding in any foreign business culture?
- ◆ What are the specific practical issues that my partners and I must address in working with our foreign clients and colleagues?
- ◆ What are the business results that my partners and I should expect from improved cross-cultural business skills?

Who should participate?

The Global Lawyer is designed for law firm partners or other senior lawyers with significant responsibilities for marketing, client relations, or service delivery to clients outside their home country.

This program can also provide law firm marketing professionals with valuable tools to improve their effectiveness in their sales and client relations responsibilities.

Because *The Global Lawyer* is tailored to the specific needs and business characteristics of each law firm, it is not available as a public seminar. However, we can customize a special version of *The Global Lawyer* for international law firm networks.



fees

We offer *The Global Lawyer* to any law firm anywhere in the world for a fixed fee of US\$ 12,000 per group. This fee includes all of our expenses and disbursements.

The Global Lawyer is limited to groups of 12 participants. However, we offer substantial discounts for the additional groups.

for more information

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