A New, Interactive Approach to Online Continuing Legal Education

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The Challenge

vs. The Competition
The Challenge

vs. The Competition

vs. Itself
What to do?

Transform the learning beyond the status quo

- Lecture
- Passive
- Information-centric
What to do?

Beyond the status quo

Active, engaging, memorable, practical, thought-provoking
How to get there?

TO: J.C. Kinnamon
FROM: Peter Brown
RE: PLI Seminar Topics

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The following are my initial suggestions for topics which might be suitable for PLI's new educational strategy. Any of these topics could easily fill one hour and some of the sub-topics might be the subject of stand-alone seminars. All of these could be formatted for a single speaker, multiple speakers or a panel discussion.

Law Firm Management: Three Critical Issues
1. The abusive or disruptive partner
2. The rainmaker partner resigns
3. Firm income starts to decline

An Introduction to Law Firm Management for Associates
1. Understanding the evolving meaning of "partnership" in current law firms
2. Competition for clients: price, expertise, or relationships?
3. Sources of law firm income
4. How partnerships distribute income
5. Is law firm partnership a realistic goal?

Creating a Marketing Culture in the Law Firm
1. The risks of reliance on a few rainmakers
2. Leading by example
3. Understanding and fostering the basics
4. The role of associates

Leading a Law Firm in a Competitive and Changing Market
1. Evaluating your firm's reputation and experience
2. Creating a viable economic model
How to get there?

- Creating a Marketing Culture in the Law Firm
  1. The risks of reliance on a few rainmakers
  2. Leading by example
  3. Understanding and fostering the basics
  4. The role of associates

- Content discussions with SME, focusing on details, concrete examples, real-life stories

- Course activity concepts

- Detailed design, development, production
The Result

A 1-hour course.

7 modules, each with a different content focus and activity structure.

Video used in several, but not all, modules.
Demonstration

- Course Demo
Summary

• **Objective**: Transform continuing legal education, moving beyond passive lecture and information-centric coverage of topics.

• **Required**: Intensive interactions with subject matter experts and learning designers.

• **Focus**: What do learners need to do vs. what does the subject matter expert want to cover?