

# velocity<sup>®</sup> work.

**Liberty Law Center**

Annual Retreat Debrief

September 13 -14, 2023

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# Check-In

Personal Successes, Professional Successes & Goals For Retreat

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## Crista

### Personal Successes

- New vehicle found
- Small vacation to visit family
- Planned trip for whole family to MN for memorial
- Upgrading home office - in the works

### Professional Successes

- Transitioned Liz to handle more intake
- More DUI leads, and converting better

### Goals For Retreat

- Family Law has one centralized communication system
- How to get everyone onboard

## Drake

### Personal Successes

- Bash into pre-school- he's growing up!

### Professional Successes

- Flat fee going!

### Goals For Retreat

- Brainstorm ways to raise value provided to clients
  - Be able to answer how we are different from another Law firm.

## Bill

### Personal Successes

- Teenager is driving!
- Scheduled 2 vacations!
  - October Anniversary trip
  - July 2024 family trip
- Doing better physically
- Headway for Linda's health

### Professional Successes

- Lots of cases w/ good outcomes
- Criminal team systems going well
- July- Aug 20 DUI cases
  - Average case value of Aug cases is \$5,125 for DUI
  - Case value for all of Criminal is \$1,000 higher in the last 60 days
- Flat fees!
- SMB going well
- We are in the fine-tuning phase!

### Goals For Retreat

- Review #'s + get projections
- Create framework for next phase of growth
  - Milestones to inform certain levers being pulled (hiring, etc)
- Think about transition to visionary + mentor

# Goal Review + Goals

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# Quarter Review

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## Lessons Learned + Realizations

- Managing people takes way more time than expected, so a system to regularly check-in.
- Outlining expectations better. Will set up new hires (attorney role specifically) to be more successful in their role
- Being fully committed ensures that it will be done
  - Went from *"That would be nice if that happens."* turned to *"This will happen, regardless of what path it takes."*
- Exclusivity ensures we have more time to spend on each case.
  - How do we use that time.
- The value we provide isn't tied to time, but to results created for clients
- Flat fee model really is an exemplification of our values
- If you see something you want to do, you go hire an expert to show you how to do it.

# Rock Review

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- 1 **Raise Criminal Fees** (Bill) - Done
- 2 **Fully transition to SMB** (Crista) - Done
- 3 **Build Document LLC Family Flat-Fee System** (Drake) - Done
- 4 **Post for Intake Position** (Bill) - Not Done
- 5 **Post for Legal Assistant Position** (Drake) -Done

# 2024

## Annual Firm Revenue

**\$3.2 MILLION**



## Budget Overview

People Cost **\$1,210,000 | 37.8%**

Overhead **\$222,000 | 6.9%**

Marketing **\$640,000 | 20%**

Gross Profit **\$1,128,000 | 35.3%**

Taxes **\$338,000 | 30% of GP**

Net Profit **\$790,000 | 24.5%**

Building Lease **\$65,000**

Building Saving **\$120,000**

Loan Payoff **\$100,000**

Final Profit **\$505,000**

Saving Balance **\$150,000**

Profit **\$335,000!!!**

# Q4 2023 VISION DECK

## Q4 PLANNING RETREAT | 2023

### Practice Area Breakdown

## Liberty Law Center

[Law Firm Name]

2023 GOALS	
NAME	GOAL (\$ or #)
REVENUE	\$1,378,000
BY PRACTICE AREA	
[DR] New Case Values	\$849,350
[DR] Cases Open	157
[CR] New Case Values	\$528,300
[CR] Cases Open	142
BY PRACTICE AREA	
BY PRACTICE AREA	
BY PRACTICE AREA	
BY PRACTICE AREA	
BY PRACTICE AREA	

Q1			
QUARTERLY ACTUAL (\$ or #)	Q1 ACTUALS BROKEN DOWN BY MONTH		
	JANUARY	FEBRUARY	MARCH
\$268,373	\$80,469	\$81,071	\$106,833
BY PRACTICE AREA			
\$155,735	\$47,457	\$42,410	\$65,868
28	11	13	4
\$112,638	\$33,012	\$38,661	\$40,965
35	12	12	11
BY PRACTICE AREA			
BY PRACTICE AREA			

Q2			
QUARTERLY ACTUAL (\$ or #)	Q2 ACTUALS BROKEN DOWN BY MONTH		
	APRIL	MAY	JUNE
\$314,046	\$80,235	\$114,665	\$119,146
BY PRACTICE AREA			
\$193,569	\$43,706	\$72,892	\$76,971
50	14	17	19
\$120,477	\$36,529	\$41,773	\$42,175
45	10	20	15
BY PRACTICE AREA			
BY PRACTICE AREA			

Q3			
QUARTERLY GOAL (\$ or #)	Q3 ACTUALS/GOALS BROKEN DOWN BY MONTH		
	JULY	AUGUST	SEPTEMBER
\$366,884	\$119,347	\$112,037	\$157,697
Actual		Actual	Goal
\$246,546	\$80,332	\$69,047	\$97,167
25	15	10	13
\$142,185	\$39,015	\$42,990	\$60,180
31	10	21	12
BY PRACTICE AREA			
BY PRACTICE AREA			

Q4			
QUARTERLY GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
	OCTOBER	NOVEMBER	DECEMBER
\$406,500	\$135,500	\$135,500	\$135,500
BY PRACTICE AREA			
\$253,500	\$84,500	\$84,500	\$84,500
39	13	13	13
\$153,000	\$51,000	\$51,000	\$51,000
36	12	12	12
BY PRACTICE AREA			
BY PRACTICE AREA			

## NOTES

Goal for Criminal Law average case revenue is \$4,500 by the end of 2023

Goal for DUI Cases average case revenue is \$6,000 by the end of 2023

Goal for Family Law average case revenue to \$10,000 by end of 2023, \$12,000+ end of Q2 2024

**Septembers goals = September to date + monthly goal**



# 2024 VISION DECK

## Liberty Law Center

[Law Firm Name]

2024 GOALS		Q1				Q2				Q3				Q4			
NAME	GOAL (\$ or #)	QUARTERLY GOAL (\$ or #)	Q1 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q3 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
			JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER
FIRM REVENUE	\$3,239,250	\$565,875	\$190,125	\$192,750	\$183,000	\$748,125	\$231,375	\$241,500	\$275,250	\$892,500	\$298,875	\$296,250	\$297,375	\$1,032,750	\$315,375	\$345,000	\$372,375
BY PRACTICE AREA		BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA			
[DR] REVENUE	\$2,484,000	\$432,000	\$144,000	\$144,000	\$144,000	\$576,000	\$168,000	\$192,000	\$216,000	\$684,000	\$234,000	\$228,000	\$222,000	\$792,000	\$240,000	\$264,000	\$288,000
[CR] REVENUE	\$755,250	\$133,875	\$46,125	\$48,750	\$39,000	\$172,125	\$63,375	\$49,500	\$59,250	\$208,500	\$64,875	\$68,250	\$75,375	\$240,750	\$75,375	\$81,000	\$84,375
FIRM NEW CASE VALUES	\$3,492,000	\$594,000	\$198,000	\$198,000	\$198,000	\$922,500	\$307,500	\$307,500	\$307,500	\$918,000	\$306,000	\$306,000	\$306,000	\$1,206,000	\$402,000	\$402,000	\$402,000
BY PRACTICE AREA		BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA			
[DR] New Case Values	\$2,736,000	\$432,000	\$144,000	\$144,000	\$144,000	\$720,000	\$240,000	\$240,000	\$240,000	\$648,000	\$216,000	\$216,000	\$216,000	\$936,000	\$312,000	\$312,000	\$312,000
[CR] New Case Values	\$904,500	\$162,000	\$54,000	\$54,000	\$54,000	\$202,500	\$67,500	\$67,500	\$67,500	\$270,000	\$90,000	\$90,000	\$90,000	\$270,000	\$90,000	\$90,000	\$90,000
[DR] Cases Open	228	36	12	12	12	60	20	20	20	54	18	18	18	78	26	26	26
[CR] Cases Open	144	36	12	12	12	36	12	12	12	36	12	12	12	36	12	12	12

### NOTES

- New DR attorney: 8 cases a month for first 3 months (April -June)
- Criminal Law average case revenue is \$4,500 for first 6 months, \$6,000 for next 6 months
- Family Law average case revenue is \$12,000

Q4 GOALS

GOAL NAME	GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
		OCT	NOV	DEC
REVENUE	\$406,500	\$135,500	\$135,500	\$135,500

BY PRACTICE AREA

[DR] New Case Values	\$253,500	\$84,500	\$84,500	\$84,500
[DR] Cases Open	39	13	13	13
[CR] New Case Values	\$153,000	\$51,000	\$51,000	\$51,000
[CR] Cases Open	36	12	12	12

BY PRACTICE AREA


IMPORTANT REMINDERS

<ul style="list-style-type: none"><li>Monthly Casual Check-ins (Drake w/ DR team)</li><li>Daily Huddle</li><li>Incentive<ul style="list-style-type: none"><li>Could incentivize above \$72K/month new-case revenue</li><li>Could incentivize support team on milestone revenue/ total revenue</li></ul></li></ul>

Q4 ROCKS

- 1    Build + implement Lawmatics (Crista)
- 2    Implement uniform DR communication system (Drake)
- 3    Map out client journey for DR (Drake)
- 4    Improve attorney onboarding process (Bill)
  - Expectations w/ case management
- 5    Hire virtual DR Legal Assistant (Crista)
- 6    Deliver Team Rollout (Bill)
- 7    Refine intake process (Bill)

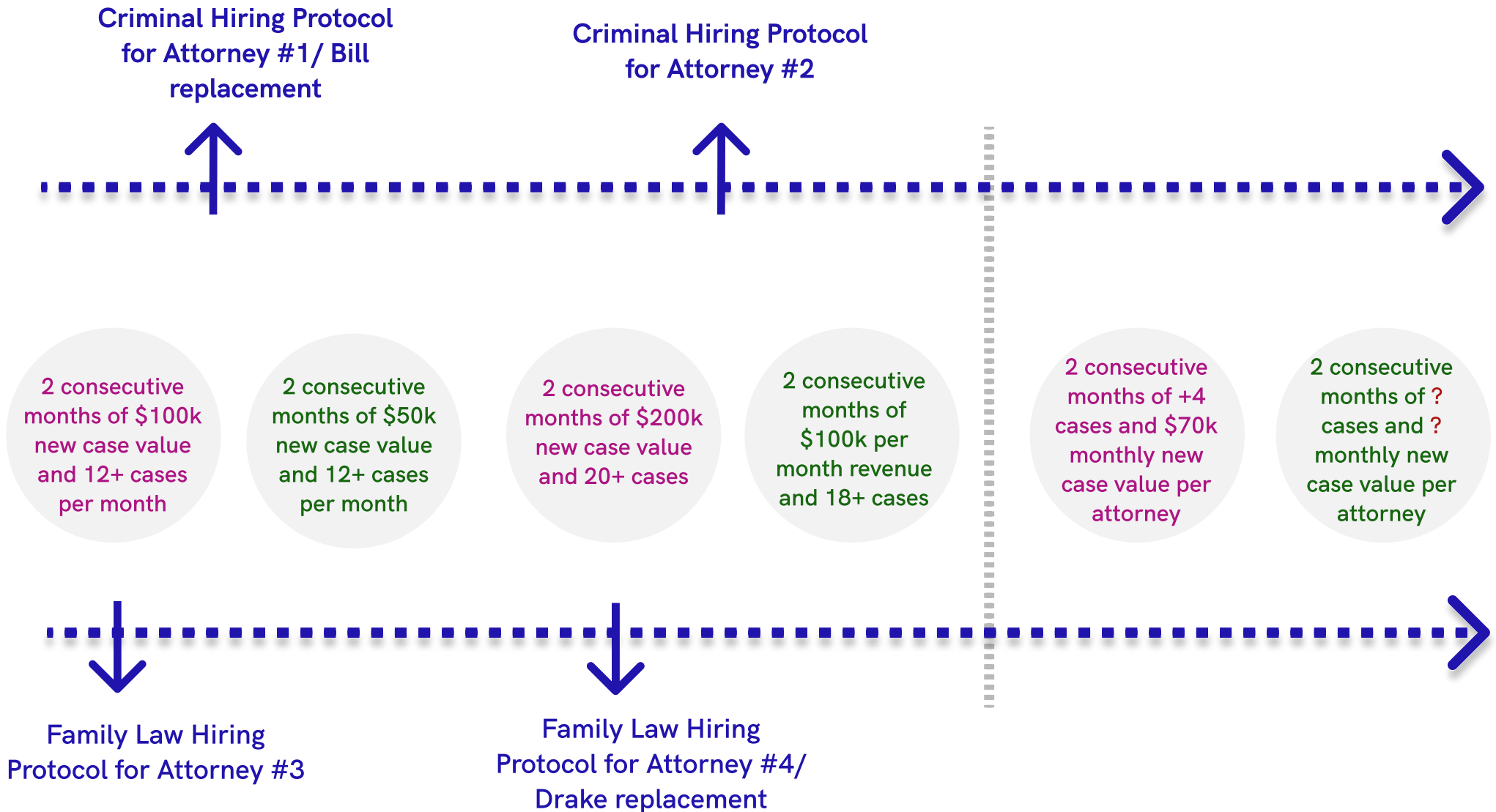
STRATEGIES FOR WHEN OFF TRACK

INTERNALLY OFF TRACK	EXTERNALLY OFF TRACK

# Firm Production Models

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# Liberty Law Center Milestones for Hiring



# Criminal

## Gang Ratio

1 Attorney  
.5 Case Manager  
.5 Legal Assistant (Virtual)  
Justin (\$300 X Cases Opened)

## Fully Ramped

- 105 cases at \$6,000 every 7 months
- \$90,000/month (\$1,080,000/yr)
- 180 cases/year



## Gang Cost

Attorney	Case Manager	Legal Assistant	Justin
\$150,000	\$40,000	\$13,000	\$54,000

**Total Gang cost: \$257,000**

Average  
Case Value  
of \$6k

Revenue: \$1,080,000  
Gang cost: \$257,000

**Gang Margin: \$823,000**

**4.2X**

# Family

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## Squad

1 Attorney  
1 Paralegal  
.5 Legal Assistant



### Attorney

\$150,000

### Paralegal

\$75,000

### Legal Assistant

\$13,000

**Total Squad cost: \$238,000**

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Average  
Case Value  
of \$12k

Revenue: \$864,000  
Squad cost: \$238,000

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**Squad Margin: \$626,000**

**3.6X**

# Core Values

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**Bold:** We're willing to take that step in the dark for the greater good of the firm.

**Adaptable:** We are constantly seeking for the better way for ourselves, for our clients, and for the firm.

**Open:** We are non-judgmental of each other and our clients.

**Driven:** We're not on cruise control. We're accountable for our contribution to the success of the firm.

**Fun:** We don't take ourselves too seriously. We learn, we grow, we fail, we fall, we have a laugh, take a breath and we get up and do it again.

**Collaboration:** We value the collective genius of our team. Everyone's a part of the firm's success.

# Rocks

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- 1 **Build out + implement Lawmatics** (Crista)
  - 2 **Implement uniform DR communication system** (Drake)
  - 3 **Map out client journey for DR** (Drake)
  - 4 **Improve attorney onboarding process** (Bill)
    - Expectations w/ case management
  - 5 **Hire virtual [DR] Legal Assistant** (Crista)
  - 6 **Deliver Team Rollout** (Bill)
  - 7 **Refine intake process** (Bill)
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## Other Important Initiatives

- 1 Quarterly Check-in (structured) with whole team ----> Out of the office
- 2 Monthly Casual Check-ins (Drake w/ DR team)
- 3 Daily Huddle
- 4 Incentive
  - Could incentivize above \$72K/month new-case revenue
  - Could incentivize support team on milestone revenue/ total revenue



# Vision / Team rollout Prep

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## Team Thoughts

- "I did a good job"
  - Good
    - 1. Result achieved
    - 2. Always communicating w/ the client (Indicator-reduced client calls)

## Team Feelings

- Accomplished
- Successful
- Proud
- Fulfilled

## Client Thoughts

- "I made the right choice"
- "I understand whats going on"

## Client Feelings

- Grateful
- Confident
- Taken care of

## The WHY

- System for managing team
- Client communication system
- Client database (video faq)
- Podcast for clients
- Quarterly meetings w/ team
  - Daily Huddles
  - Dept meetings
- Being more deliberate
- Space for professional development and training
- Space for self-improvement

Sticks around + stands the test of time