

velocity[®] work.

Lovins Trosclair

Kickoff Retreat Debrief
September 18-19, 2023

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Check-In + Review



Check-In

Pete

Personal

- Raising a great kid
- Financial Security

Professional

- Ran successful firm for 13 years - profitable each year
- Sustained referral relationships for a decade plus
- Made a good living off af cases that other attorneys didn't want

Goals for the Day

- Clarify my thoughts on what we want this firm to truly be.

Michael

Personal

- Great family + home life

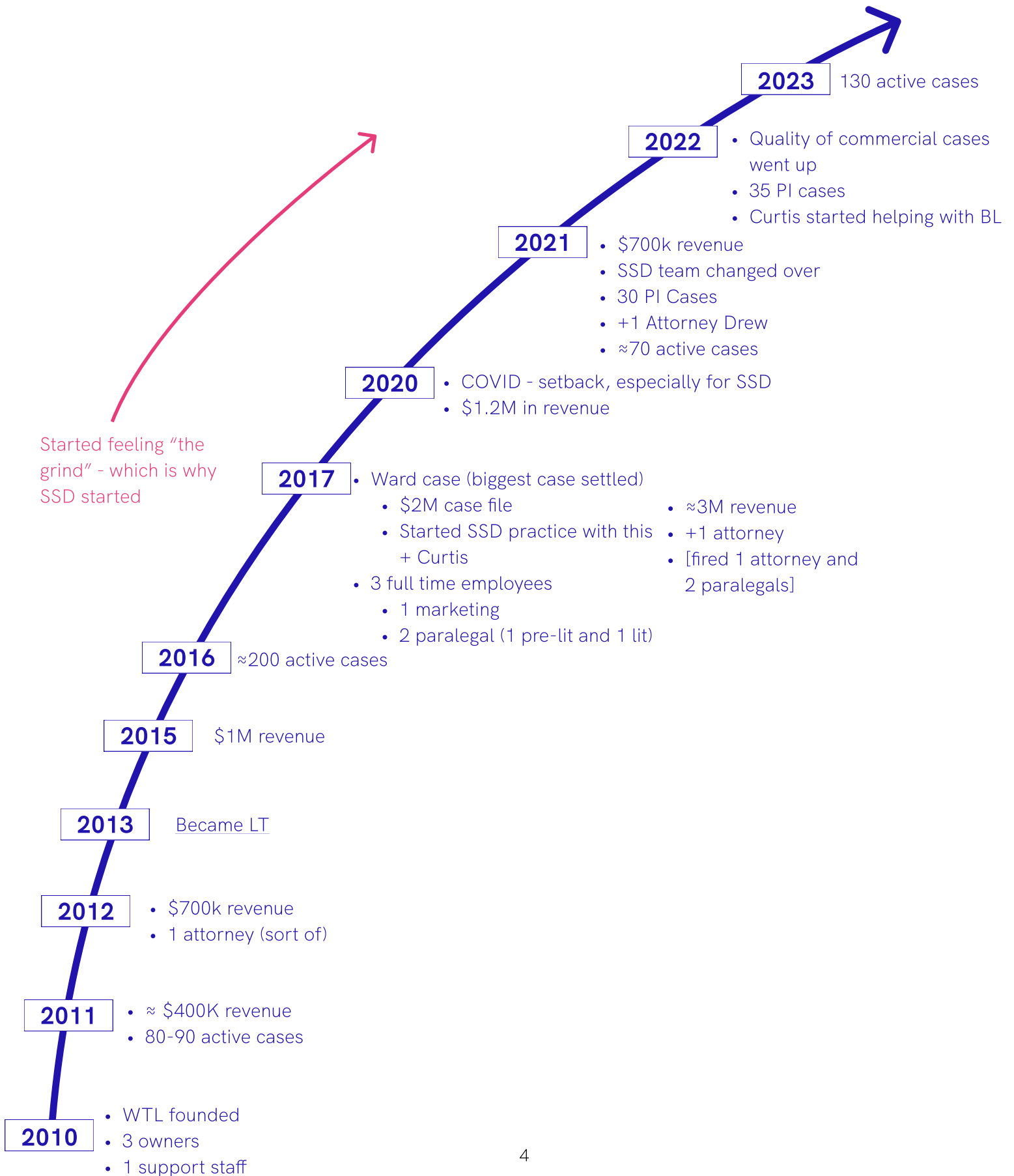
Professional

- Built a \$1MM+ firm over 13 years
- Settled several cases over \$1MM
- Established a strong reputation + network

Goals for the Day

- Have a plan to grow the business while backing away from the grind.

Firm History



Vision



Recast the Vision

YEAR 4 - \$5M

60% GLG income plus PIBL

- Only working cases you want to work
- Spending time coaching, driving business for the firm
- 10-15 hours/week case work
- Ability to completely disconnect while away on vacation
 - 4 -6 weeks/year



YEAR 3 - \$3.2M

GLG Not Included

- More cases, less referrals
- Avg case value
 - Pre lit: \$15,000 → (\$45k case with/o referral fee -- \$68k case w/ referral fee) ≈ 121 cases closed
 - Lit: \$25,000 → (\$65k case w/o referral -- \$100,000 w/referral) ≈ 37 cases closed



YEAR 1 - \$1.5M

GLG Not Included

- More systems in place
- Increase # of general PI cases
- Increase # of workplace injury
- MVA - Self generated
- 1 attorney + 1 paralegal up to 50 MVA lit cases closed in 12 months. Then have para x2 for 70 MVA



WHERE WE ARE TODAY

Last 12 months revenue: \$1,023,580

Goals

Lovins Trosclair

[Law Firm Name]

2023 GOALS		Q1				Q2				Q3				Q4			
NAME	JANUARY - AUGUST ACTUAL (\$ or #)	QUARTERLY ACTUAL (\$ or #)	Q1 ACTUALS BROKEN DOWN BY MONTH			QUARTERLY ACTUAL (\$ or #)	Q2 ACTUALS BROKEN DOWN BY MONTH			JULY - AUGUST ACTUAL (\$ or #)	Q3 ACTUALS 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
REVENUE	\$743,560	\$335,003	\$88,079	\$51,812	\$195,115	\$298,114	\$73,538	\$120,316	\$104,260	\$110,443	\$52,443	\$58,000	\$200,000	\$375,000	\$125,000	\$125,000	\$125,000
BY PRACTICE AREA		BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA		ESTIMATED		FORCASTED		BY PRACTICE AREA	
BL	\$100,971	\$61,353	\$4,150	\$0	\$57,203	\$39,618	\$10,703	\$16,595	\$12,320	Not enough Data	No Data	No Data	No Data	\$30,000	\$10,000	\$10,000	\$10,000
PI	\$532,205	\$273,711	\$83,947	\$51,812	\$137,952	\$258,494	\$62,834	\$103,720	\$91,940	Not enough Data	No Data	No Data	No Data	\$345,000	\$115,000	\$115,000	\$115,000
Google Reviews														10	3	3	4
PI Cases Closed	13	5	4	0	1	7	3	2	2	Not enough Data	No Data	No Data	No Data	24	8	8	8
BY PRACTICE AREA		BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA			

NOTES																		
Based on PI Average Case Fee \$16,000																		

SEPTEMBER - NOVEMBER

GOAL	GOAL NAME	GOAL (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
			SEPTEMBER	OCTOBER	NOVEMBER
	REVENUE	\$375,000	\$125,000	\$125,000	\$125,000

BY PRACTICE AREA

BL	\$30,000	\$10,000	\$10,000	\$10,000
PI	\$345,000	\$115,000	\$115,000	\$115,000
Google Reviews	10	3	3	4

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BY PRACTICE AREA

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Q4 ROCKS

1

Create a written process and Filevine implementation for every Pre-Lit bulletin Accountability Chart. (Michael)
-How does Pete know they’re being maintained?

2

Map out 2024 marketing plan (Pete)

IMPORTANT REMINDERS

Go through docket - Which cases are ripe for settlement 2023? (Michael)
Revise intake for Michael (Michael)
Formalize and document intake process (Pete)

STRATEGIES FOR WHEN OFF TRACK

INTERNALLY OFF TRACK	EXTERNALLY OFF TRACK

2024 VISION DECK

LOVINS TROSCLAIR

[Law Firm Name]

2024 GOALS		Q1				Q2				Q3				Q4			
NAME	GOAL (\$ or #)	QUARTERLY GOALS (\$ or #)	Q1 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q3 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
			JANUARY	FEBRUARY	MARCH		APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER		OCTOBER	NOVEMBER	DECEMBER
REVENUE	\$1,125,000	\$375,000	\$125,000	\$125,000	\$125,000	\$375,000	\$125,000	\$125,000	\$125,000	\$375,000	\$125,000	\$125,000	\$125,000				
BY PRACTICE AREA		BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA			
BL	\$225,000	\$75,000	\$25,000	\$25,000	\$25,000	\$75,000	\$25,000	\$25,000	\$25,000	\$75,000	\$25,000	\$25,000	\$25,000				
PI (Pre-lit)	\$600,000	\$200,000	\$66,666	\$66,666	\$66,666	\$200,000	\$66,666	\$66,666	\$66,666	\$200,000	\$66,666	\$66,666	\$66,666				
PI (Lit)	\$300,000	\$100,000	\$33,333	\$33,333	\$33,333	\$100,000	\$33,333	\$33,333	\$33,333	\$100,000	\$33,333	\$33,333	\$33,333				
PI (Pre-Lit) Cases Closed	48	16	6	6	6	16	6	6	6	16	6	6	6				
PI (Lit) Cases Closed	15	5	2	2	2	5	2	2	2	5	2	2	2				
BY PRACTICE AREA		BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA				BY PRACTICE AREA			

NOTES																		
Based on PI Average Case Fee \$16,000																		

Impact Diagram

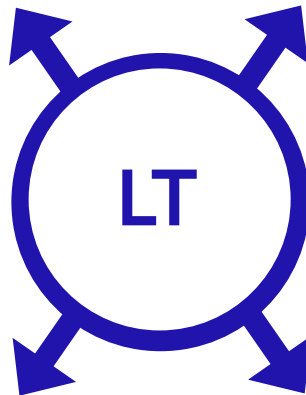
Impact Diagram

Families

- Financial Stability
- More present
- More enjoyment

Team

- Pay increases
- Decreased stress
- Job satisfaction



Community

- Increased charitable involvement
- Huge opportunity to influence policy change

Clients

- Eases process for them (smoother)
- Quicker responses
- Informed + up to date

Rocks

Q4 Rocks

Company Rocks

- 1 Create a written process + Filevine implementation for every Pre-Lit bullet on Accountability Chart. **(Michael)**
 - How does Pete know they're being maintained?
- 2 Map out 2024 marketing plan **(Pete)**

Other Important Initiatives

- 1 Go through docket - Which cases are ripe for settlement 2023? **(Michael)**
 - 2 hr meeting
- 2 Revise intake for Michael **(Michael)**
- 3 Formalize and document intake process **(Pete)**
- 4 Pete to get down to 25 hours per week on PIBL **(Pete)**
- 5 Every Friday, Michael and Pete individually identify priorities for the next week look ahead and figure out how to get them done. **(Michael and Pete)**

RRR: Reminders. Rest. Rewards.

4 Levels of Competence

1. Unconscious Incompetence

2. Conscious Incompetence —————→ **Stage 2 is identified as business owners**

3. Conscious Competence

4. Unconscious Competence —————→ **Stage 4 as lawyers**

NOTES:

- ① Start thinking early about the themes of your case
- ② It will change but you have to have an initial plan.
- ③ We know the bullet points we have to hit
- ④ What do you need to show/prove? And then do it
- ⑤ Working backwards

RRR: Reminders. Rest. Rewards.

- ① Start thinking early about the themes of your case - It will change but you have to have an initial plan.
- ② We know the bullet points we have to hit
- ③ What do you need to show/prove. And then do it
- ④ Michael time breakdown:
 - Casework → 15 hours (pool and Harrison)
 - Miscellaneous → 10 Hours
 - Rocks → 15 hours

Meetings

- ① **Daily Huddle:** Daily @ 9:30am
Every Team Member to state:
 - Report on yesterdays priorities
 - Top 1-3 Priorities
 - Barriers, Help + Guidance Needed

- ② **Weekly Leadership:** Mondays @ 10:00am-11:00am
Use template from workbook

- ③ **Bi-Weekly Docket Meeting:** Every other Friday @ 10:00am-11:00am

Follow Up

Ideas for Next Retreat

- 1 Future Rock: Intake system
Future Rock: Direct Marketing to SSD for PI
- 2 Setting Hourly Goals
- 3 Setting Case opened goals