



Business Development Coaching, Client Interviews, Research Expertise, Retreat Services for the Legal Professional

Harry Keshet, Ph.D., has been a law firm consultant, coach, researcher and retreat facilitator for over 25 years. He works with law firms of all sizes and with individual attorneys. He provides law firms with a competitive edge through research-based strategies, client interviews, business development coaching, retreat preparation and facilitation.

BUSINESS DEVELOPMENT COACHING

Our coaching program gives each attorney a step-by-step process for learning to generate new business. Lawyers learn “well tested” relational selling strategies, such as how to become known and how to build referral networks that fit each attorney’s unique personality. This is not a one-size fit all approach. Attorneys are coached to use existing skills, develop new ones that suit their needs, practices, and personalities.

SPECIALIZED RESEARCH BASED TRAINING & COACHING

We design a customized online survey of law firm attorneys which identifies which combination of business development activities are clearly significant in generating profitable new matters. Using this research, we tailor our training and coaching to teach skills proven to generate new high revenues business. Research also provides useful data for firm-wide business development and marketing strategies.

Harry Keshet is not a trainer; he is a coach. The difference between the two is dramatic. A trainer tells people how to do something. A coach looks at an individual's unique style and circumstances, gets to understand his business and his aspirations, and then works with the individual to develop and then, critically, to execute a strategy that makes sense for that individual. His is not a cookie-cutter program. With every single attorney at our firm with whom he has worked, Harry has utilized a different, personalized, and highly effective approach.

In my own experience, Harry quickly grasped those challenges that are unique to my practice. He recognized my strengths and suggested areas where, working together, we could take those strengths into new potential areas of business development. He is thoughtful, pleasantly persistent, and a delight to work with. I would recommend him without hesitation to any attorney seeking a true business development coach.

**Michael Levy, Esq. Litigation Partner,
McKee Nelson, Washington, DC**

Harry Keshet has been an extremely valuable resource for me as I've refined my strategic marketing objectives. He listens to me and based on his deep experience with people offers highly useful insights as to how others will respond to my business development initiatives. Harry is an experienced psychologist who brings important expertise to helping me create and grow complex business relationships. My business has been growing at over 30% per year since working with Harry so I've been very pleased with the results. I have always favored "win/win/win" long-term relationships and Harry urged me to create a new collaborative networks. This network has been the source of numerous business referrals to and from me. I strongly recommend Harry Keshet.

**James Myers, Partner, Ropes & Gray,
Business and Patent Litigation**

Harry Keshet has extensive experience working with law firms, and he is knowledgeable about the challenges that law firms face in trying to develop new business. Harry's advice has been helpful to me in a variety of ways. On a general level, he provides a useful perspective on business development because of his experience and training but also because he has the objectivity of someone who is not a lawyer and who works with many different firms, law firms and otherwise. He isn't saddled with the prejudices associated with long-established law firm practices the way that many lawyers are. I don't blindly accept all of his ideas, but he often makes suggestions that I would not have thought of on my own. He is good at identifying my skills and characteristics that are useful for business development and then suggesting courses of action that exploit those attributes.

On a specific level, Harry provides me with targeted advice for particular communications with clients or prospective clients. He is effective at asking questions to bring relevant information to light, and then making suggestions that fit the situation at hand.

Gene Lee, partner, Ropes & Gray, patent litigation

PLANNING THE RETREAT AGENDA

Retreat Facilitation and Post-Retreat Services

- Following the retreat agenda.
- Defusing and resolving conflicts
- Keeping to the retreat time table objectives.
- Promoting effective communication among the retreat participants.
- Assisting management with any follow-up retreat activities.

Retreat Topics

- Creating High Origination Outcomes
- Developing Successful Client Teams
- Selling Billable Hours Effectively
- Offering Solutions to Clients' Business Issues
- Cross Selling as Value Added
- Client's Prospective on What They Look for from Outside Counsel
- Conducting Client Satisfaction Interviews: How and Why?
- Teambuilding for Professionals
- Increasing Referrals from Clients and Other Professionals
- Selling Without Looking like a Salesman
- Client Service as a Business Development Tool

PSYCHOLOGICAL EXPERTISE IN LITIGATION AND MANAGING COMPLEX CLIENT MATTERS

The psychological dimensions of litigation and conflicts have been long recognized as a powerful dimension in effecting positive outcomes. The strategic importance of understanding the specifics of people involved in litigation and the interpersonal dynamics of complex matters cannot be understated.

Litigation Services

- preparing testifying clients or witnesses
- understanding or influencing judges
- developing interpersonal dynamics strategies
- developing specific case strategies based on personality variables of clients, witnesses, judges or opposing counsel

Law Firms and Attorneys Services

- resolving client or law firm conflicts
- increasing the effectiveness of management dynamics
- increasing team productivity
- increasing the productivity of client management and pitch group teams

Our law firm has referred Harry Keshet into a number of client situations where serious disagreements among the owners of a company, if unresolved, threatened the viability of the business. Harry has a remarkable ability to identify the true source of the conflict and to proactively create a calming atmosphere leading to compromise and resolution. He has not only diffused some very volatile situations for our clients, but also kept long-term business partnerships and friendships from unraveling. Other clients have also benefited from Harry's team-building exercises which, while fun and thought provoking, serve to increase employee morale and improve productivity.

***Jeffrey P. Hart, Esq.,
Tarlow Breed Hart Murphy & Rodgers,
P.C., Boston, MA***

Dr. Keshet has provided management consulting services to our organization for many years. He is, without question, the most effective resource we have found for resolving internal conflicts and communication problems. Even though we have engaged him numerous times, I continue to be impressed by his effectiveness in resolving what appear to be entrenched conflicts. More often than not, he has been able, in just a few sessions, to identify the root cause and suggest approaches, which led to real, sustained improvement in attitudes and communication.

Joseph Boyce, Senior Vice President, Foster-Miller, Waltham, MA