

Track	Advisory and Advocacy		
Sub-track	Law Firm Practice		
TSC	Business Development for Law Firms		
TSC Description	Identify, explore and establish strategic opportunities to grow a law firm's business		
TSC Proficiency Level	Basic	Intermediate	Advanced
TSC Proficiency Level Description	Participate in business development activities	Identify and build business opportunities in target segments	Develop initiatives to increase business opportunities for a team or firm
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Methods to understand a client's needs and expectations</li> <li>Corporate knowledge of law firm (e.g., vision, directions, ethos, and strengths)</li> <li>Law firm's business development strategies (e.g., social media, target markets)</li> <li>Basic professional etiquette</li> <li>Presentation techniques (e.g., designing powerpoint slides and writing pitches)</li> <li>Relevant rules of ethics and professional standards relating to business development (e.g., Legal Profession (Publicity) Rules)</li> </ul>	<ul style="list-style-type: none"> <li>Business development strategies</li> <li>Professional etiquette</li> <li>Networking techniques</li> </ul>	<ul style="list-style-type: none"> <li>Macro business environment (e.g., geopolitics, geoeconomics, client expectations, and competition)</li> <li>Subject-matter and industry expertise</li> <li>Personal branding strategies</li> </ul>
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Articulate a law firm's vision and strengths to external parties (e.g., in corporate pitches and client updates) in accordance with the relevant rules of ethics and professional standards</li> <li>Conduct a simple presentation to potential clients taking into account the target audience and purpose of presentation</li> <li>Conduct oneself in a way that projects a professional image of the law firm (e.g., personal etiquette)</li> <li>Gather client feedback and identify current and potential clients' needs and expectations</li> <li>Maintain relationships with current and potential clients</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate the implementation of the law firm's business development strategies in accordance with the relevant rules of ethics and professional standards</li> <li>Nurture networks and relationships among current and potential clients and other professionals (e.g., lawyers and accountants)</li> <li>Build professional visibility (e.g., creating an effective online professional profile, publishing articles, participating in panel discussions)</li> <li>Conduct a complex presentation to potential clients taking into account the target audience and purpose of presentation</li> </ul>	<ul style="list-style-type: none"> <li>Formulate and lead the execution of appropriate business development strategies in accordance with the relevant rules of ethics and professional standards</li> <li>Develop personal branding through thought leadership activities and public engagements</li> <li>Build and leverage networks and relationships with current and potential clients (e.g., regional legal professionals)</li> <li>Develop new lines of business for the law firm (e.g., legal services in new practice areas not offered by the firm and consulting services)</li> </ul>
<b>Job Roles</b>	<ul style="list-style-type: none"> <li>Associate (Corporate)</li> <li>Associate (Disputes)</li> <li>Senior Associate (Corporate)</li> <li>Senior Associate (Disputes)</li> </ul>	<ul style="list-style-type: none"> <li>Senior Associate (Corporate)</li> <li>Senior Associate (Disputes)</li> <li>Partner (Corporate)</li> <li>Partner (Disputes)</li> </ul>	<ul style="list-style-type: none"> <li>Partner (Corporate)</li> <li>Partner (Disputes)</li> </ul>