

## **Executive Directors Conference Recap Boston, Massachusetts, September 18-20, 2008**

The second annual Executive Directors Conference was held at the InterContinental Hotel in Boston, Massachusetts, September 18-20, 2008 with 37 participants and 4 guests. The format of this conference included three days of themes focusing on Marketing, Strategic Thinking and Best Practices in Law Firm Initiatives.

The conference began early Thursday afternoon, with two workshops led by Silvia Coulter on the *COO's Role in Marketing and Business Development* and *Developing a New Generation of Women as Rainmakers and Leaders*. Two speakers from the Massachusetts member firm, Foley Hoag LLP, along with Norm Rubenstein, a partner at the *Zeughauser Group* were speakers during a session on *Structuring the Marketing Department: A Best Practices Presentation*. The host firm, Foley Hoag LLP, hosted the opening reception in the firm's offices.

Programs on Friday began with a session on Strategic Thinking led by *David Maister, author and one of the world's leading authorities on the management of professional service firms*. The session examined what it takes for law firms to stick to their own "diet and exercise" programs and discussed the role of accountability systems, managerial and leadership requirements and the necessary cultural elements to implement well. The networking lunch included an overview of Lex Mundi and the strategic plan. Gerry Riskin, Co-Founder, Edge International, lead a follow up session on *Selected Problems in Strategic Planning*. This was followed by a Partner Compensation Roundtable featuring panelists with different partner compensation philosophies. An Executive Directors Business Meeting was held on Friday afternoon with all participants to solicit feedback and discuss possible best practices projects by the committee.

Programs continued Saturday morning with a session on *Energizing the Business Development Mindset for Better Results*, followed by *Successful Approaches to Integrating Lateral Partners* with examples of how other firms are focusing on lateral partner acquisition as a major strategy to increase market share. These programs concluded the activities for the conference.