



LAW SOCIETY  
OF SOUTH AFRICA



# THE LEGAL ENTREPRENEUR

Identify ➔ Position ➔ Grow ➔ Evaluate ➔ LEAD

Your business toolkit | Two-day seminar | 2018

## About this seminar

The seminar will assist start-up attorneys to position their practices as successful businesses, and formulate winning marketing strategies to make their practices competitive and sustainable. The seminar will also highlight the positive impact of actively soliciting feedback internally and externally as part of the practitioner's continuous improvement process. Without feedback, practitioners run the risk of not being aware of changes and opportunities which arise in their environment. This will lead to a strategy for sustainable growth.

Identifying possible business opportunities for existing and new law firms, using various tools to scan the external and internal environments will also be a focus point. Once the firm's internal and external environment has been properly researched and understood, the next steps can be taken on how best to exploit the opportunities. Examples and case studies will be discussed.

## Venue and dates

**Midrand:** 27-28 September 2018 | Duration: 09:00 - 16:00

## Who should register?

Attorneys who intend to start or who have just started their own practices. The seminar will provide some guidance on how to formulate a strategy that can be used to attract business from corporate entities. Persons who are currently in management positions will also benefit from attending the seminar as the identification of business opportunities is a continuous process, and ought to be undertaken on a regular basis.

## Topics

- Identifying a business opportunity for an attorneys' firm
- Positioning yourself strategically towards the opportunity
- Growing the business sustainably
- Evaluating consistently towards "five-star" service
- Becoming a responsible leader in the profession

## Seminar outline

- Various marketing and strategy models and their relevance to start-up law firms.

- Creating and managing a winning strategy.
- Preparing a pitch or proposal to potential clients.
- Considering the factors used by corporate entities when choosing law firms.
- What is feedback? Good and bad feedback – why it benefits my practice.
- Me and my ecosystem – who do I interact with to get feedback?
- Active listening as a leadership asset
- External and internal feedback
  - Best practice internal evaluation and appraisal processes
  - The importance and elements of business opportunity identification
  - External environmental scanning
  - Global and local trends
  - SLEPT-analysis
  - Sustainability
  - Key industry economic factors
  - Stakeholder analysis
  - Market dynamics – Five forces model
  - Industry key success factors
  - Competitor analysis
  - Strategic group map
- Internal environmental scanning
  - Competency and SWOT analysis
- Identify opportunities and generate business models
- Revisit environmental scanning on a regular basis

## Guest speaker

**PETER TSHISEVHE**, a Sandton-based corporate lawyer, will be the guest speaker at the seminar. He is the director in the Corporate Commercial, Mergers and Acquisitions Department of TGR Attorneys. Peter has advised on commercial transactions at board and c-suite level for 15 years and has lectured commercial law part time for 13 years. He is also a Director of the South African Mining Development Association. Peter was admitted as an attorney in 1998. He has written papers, spoken at seminars and on radio programmes discussing a wide range of legal and business matters and has been cited in various publications, including *De Rebus* where he commented on the new Companies Act, 2008. He aspires to empower entrepreneurs to be legally savvy in commercial transactions.

## Presenters

**MOROKE PHAJANE** is an admitted attorney with more than 11 years' post-articles experience. He has experienced first-hand the challenges faced by young attorneys starting their own practices. He is currently the Head of Third Party Risk Management, Contract Management and Supplier Relationship Management at the Liberty Group Limited. His current employment also enables him to provide insights on a wide range of issues affecting start-up law firms and how such law firms can position themselves to take advantage of opportunities presented by large corporate entities.

**CILNA STEYN** is the Managing Director of SSLR Incorporated. She regularly presents training sessions, where she advises rental agents and private landlords on matters relating to landlord and tenant disputes and property law related matters. She authored "*The Landlord's Guide – Property Rental and Eviction*" in 2015 and regularly publishes articles in newspapers and peer review journals. She also appears on television and radio, participating in discussions relating to property law and in particular evictions.

**IGNAZ FUESGEN** has more than 17 years' experience in professional services with a focus on market strategy, service portfolio management and business development. He is the co-founder and director of Avuka, a boutique firm specialising in legal services training for attorneys and in-house legal teams. He previously worked in executive positions for management consultancies and law firms in Europe and Africa. He holds an Executive MBA degree from Carlson School of Management (USA) and a Master of Social Economic Sciences degree from Vienna University of Economics and Business (Austria).

**BEN GROOT** was admitted as an attorney in 2002. After having been appointed as a director of the firm where he completed his articles, he was tasked with opening the firm's first branch office. In 2009 he started his own practice, which he has been running since. In 2014 he successfully completed an MBA degree, which gave him valuable insight into the management of the business. He services mainly corporate clients, including listed entities, and has been involved in matters beyond the borders of South Africa.

**JANE APPASAMY's** primary expertise is in B-BBEE and consumer protection legislation. She has authored publications on the Financial Advisory and Intermediary Services Act and B-BEE Codes. Jane has over 20 years' experience across sectors, as a compliance officer and transformation executive. She currently offers facilitation of strategic workshops and B-BEE project optimisation for clients, including multinationals within the motor industry; as well as within the retail and financial services sectors. Jane also teaches on enterprise development programmes and has facilitated workshops nationally to enterprise development beneficiaries of corporate clients. She is currently doing for Masters in Entrepreneurship.

## Registration

### Registration fee categories (VAT inclusive)

The registration fees are substantially subsidised for practising attorneys and candidate attorneys.

- **Practising attorneys:** R3 100.00 per person
- **Practising attorneys from firms further than 150km from closest venue:** R2 560.00 per person
- **Candidate attorneys and support staff:** R3 040.00 per person
- **Non-practising attorneys/others:** R6 600.00 per person

### Registration closure

Registration closes 48 hours prior to the day of the seminar.

### How to register

Email the completed registration form as well as your EFT proof of payment to [annelie@LSSALEAD.org.za](mailto:annelie@LSSALEAD.org.za).

### LSSA banking details

Refer to the registration form for details.

## Contact LEAD's Seminars Department

For more information about this seminar, contact the Seminars Department at E: [seminars@LSSALEAD.org.za](mailto:seminars@LSSALEAD.org.za) or on T: +27 (0)12 441 4644 / 4690 / 4913.

## Please take note

- The LSSA will not accept liability if fees are not paid into the designated LSSA bank account.
- Seminar registration will be confirmed only if proof of payment is attached to the registration form.
- LEAD makes use of reputable venues. The venues for these events will be determined by the number of registrations. Please wait for the confirmation before you make flight and accommodation bookings.
- Registrations close 48 hours prior to the seminar dates. No registrations will be accepted thereafter without written approval from LEAD.
- LEAD reserves the right to cancel a learning activity should the number of delegates not justify the costs involved. Registered delegates will be given reasonable notice of cancellation.
- To cancel a seminar registration, the delegate should email [annelie@LSSALEAD.org.za](mailto:annelie@LSSALEAD.org.za) at least 48 hours before the seminar starts to avoid being liable for the full fee. Refunds must be claimed in writing within 15 business days after cancellation.

### TERMS AND CONDITIONS



## Other seminars offered by LEAD

- Arbitration
- Alternative Dispute Resolution
- Consumer Protection Act
- Cybersecurity
- Evictions and Rental Recovery
- Engineering and Construction Contracts
- Insolvency Law
- Land Claims
- Legal Debt Collection
- Mining Law
- National Credit Act
- Pension Law
- Risk Management

### MORE ABOUT SEMINARS & WORKSHOPS



# REGISTRATION FORM

The Legal Entrepreneur Seminar | 2018



Complete this form digitally and e-mail it together with proof of payment to [annelie@LSSALEAD.org.za](mailto:annelie@LSSALEAD.org.za)

## Venues and dates

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## Your details

Surname:

First Name:

Title:

ID number:

Gender:

F

M

Race (for transformational reporting reasons only):

Firm/company:

Your position:

Tel (w):

( )

Fax:

( )

Cell:

( )

Email:

Docex address:

Postal address:

Postal code:

Special dietary requirements (if any):

If you are disabled, how can we assist you at the venue?

Where did you hear about the event?

## EFT Payment (Registration will be confirmed only if the proof of payment has been received)

Payment by electronic funds transfer (EFT)

Amount:

**Account Name:** Law Society of South Africa | **Bank:** FNB Pretoria | **Branch Code:** 251445 | **Account:** 6200 9641 079

**Reference:** NAME & SURNAME and CELL NO

## Please note

1. Registration will be confirmed by LEAD only if proof of payment has been received.
2. The venue for this event will be confirmed with registration confirmation. Please wait for the confirmation before you make your travel and accommodation arrangements.
3. Fees must be paid to the designated Law Society of South Africa's (LSSA) bank account (FNB Pretoria: Account no: 6200 9641 079). The LSSA will not accept liability if fees are paid into any other account.
4. Any person who has registered for an event and fails to cancel (in writing) at least 48 hours before the event date, shall be held liable for the full fee.
5. Registration closes 48 hours before the event. Late registration can be made with LEAD approval.
6. LEAD reserves the right to cancel a learning activity should the number of delegates not justify the costs involved. Registered delegates will be given reasonable notice of cancellation.

Registration and invoice queries: Annelie Dagnin | E: [annelie@LSSALEAD.org.za](mailto:annelie@LSSALEAD.org.za) | T: 012 441 4669/00

For questions on this course contact the Seminars Department: E: [seminars@LSSALEAD.org.za](mailto:seminars@LSSALEAD.org.za) | T: 012 441 4600

LEAD switchboard: T +27 (0)12 441 4600 | Website: [www.LSSALEAD.org.za](http://www.LSSALEAD.org.za)