


Lawyers' Insurance
Association of Nova Scotia

30 Tips in 30 Minutes


David J. Bilinsky
Daniel Pinnington

Today's tips agenda

- Internet
- Software and Gadgets
- Marketing
- Client Relations
- Productivity
- Where to learn more




Gadgets, Software and Hardware




ioSafe

- USB 2.0
- Fireproof:
 - 1550F for 30 mins
- Waterproof:
 - 10 ft submersion in fresh or salt water for 3 days
- Active Air Cooled
- PC or Mac
- Large capacity 1, 1.5 and 2 TB
- Data recovery and insurance
- & Quiet!!!




Blackberry as Flashlight



- Handy flashlight trick
 - Video camera
 - Options
 - Video Light 'On'
- Caution: Battery drain!

Dan

MiFi 2372



- Cellular data 3.5G modem + 5 device WiFi router
- Light: 81 grams/2.9 ounces
- Fast: 7.2 Mbps down and 5.76 Mbps up
- Establish a private WiFi cloud

Multiple Monitors - MMMM



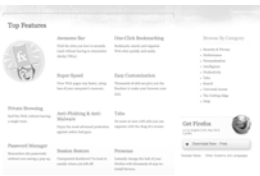
- Full sized ++ document review
- Less Mousing around
- Easy cut/paste/edit
- Easy eyes

Dan



Internet

Alternates to Internet Explorer



- Firefox version 3
- Anti-phishing/anti-malware protection
- Password manager
- Private browsing
- Zoom Text!
- Great download management

Apple's Safari version 5



- Love the Tops Sites view!

Google Chrome



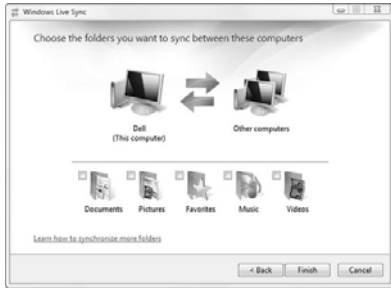
- More of an operating system for the cloud rather than *just* a browser

Opera



- Fast!

Windows LiveSync

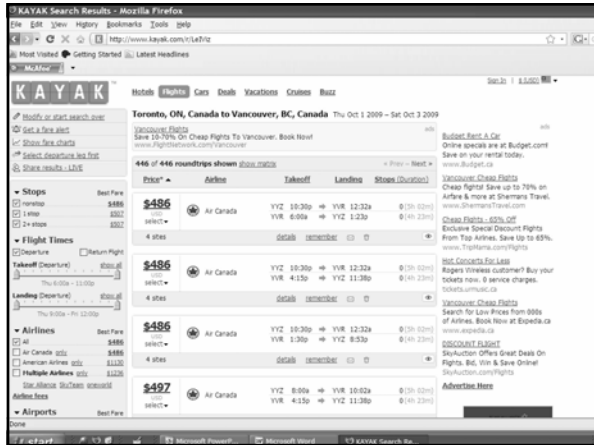


www.Kayak.com

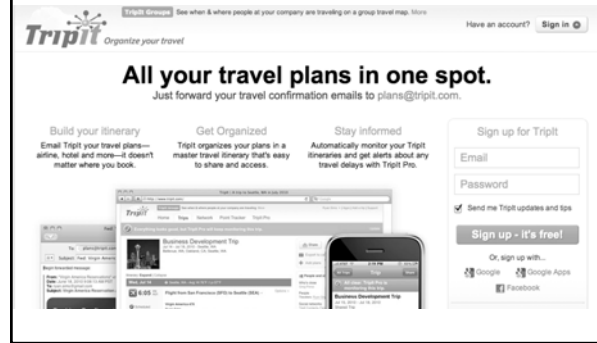
- The best travel site I have found!
- Searches hundreds of travel sites and amalgamates the results
- Wonderful for checking flight combos etc.



Dan



Tript



Hotels.ca



Check out those Bedbugs!



Leadership and strategy




Management (vs) Leadership!

- Management is doing things right.
- This is about ensuring that everything is coming in on time, on budget and in the proper form.
- “In the box” thinking.
- Leadership is doing the right things.
- This is about setting the budget, the strategic vision and plan for the firm and building consensus.
- “Out of the box” thinking.

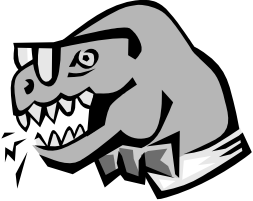
Tom’s Ten Strategic Planning Suggestions

#1 Don’t get too hung up on the form your planning takes – just make sure it covers all of the major factors



Tom’s Ten Strategic Planning Suggestions

#2 Don’t buy into the philosophy which says: “That is all well and good for others, but that does not apply to us, as we are truly a special circumstance.”




Tom’s Ten Strategic Planning Suggestions

#3 Don’t focus too much internally



Tom’s Ten Strategic Planning Suggestions

#4 Strategic Planning needs to be about making the pie larger. A “so called” retreat or planning session where the main topic is how to cut up the pie is not Strategic Planning.



Tom's Ten Strategic Planning Suggestions

#5 Bespoke is the exception, rather than the rule



Tom's Ten Strategic Planning Suggestions

#6 Involve everyone in the process, but...



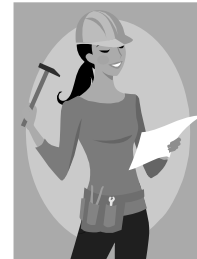
Tom's Ten Strategic Planning Suggestions

#7 Include your Firm (stakeholder) naysayers in the process, but do not let them hijack the process



Tom's Ten Strategic Planning Suggestions

#8 Tactic Implementation should not await a final written and completed plan



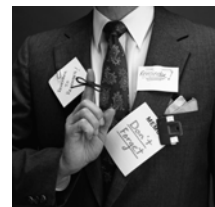
Tom's Ten Strategic Planning Suggestions

#9 Mission and Vision are important: Be unique, but don't get stuck and thereby run out of time in your planning sessions to discuss the "who is going to do what"



Tom's Ten Strategic Planning Suggestions

#10 Unless you are committed to accountability and follow up, do not waste your time with strategic planning





Online Meeting Scheduling

Use online scheduling tools:

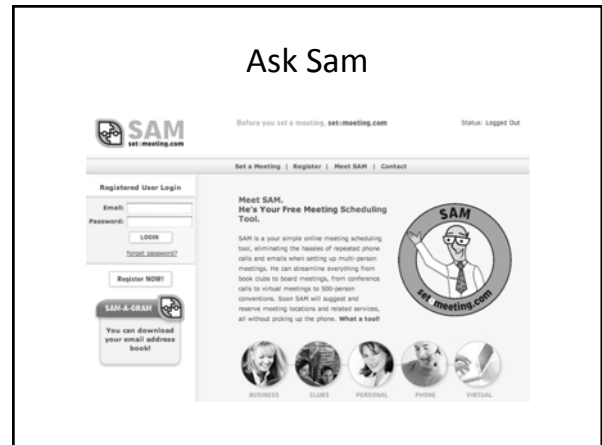
- Tungle
- WhenIsGood
- SAM:SetaMeeting
- MeetingWizard



Tungle



Ask Sam



Meeting Wizard




Instant ad hoc virtual meetings

- Share your desktop via a web browser with 1-20 other people
- Can look at other person's computer too
- Also IM and document sharing
- www.gotomeeting.com
- Also Webex and Acrobat Connect Pro



Chatty Caller?

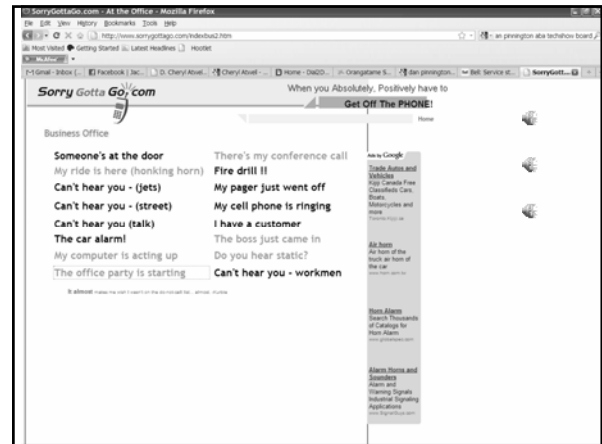



Business Office

Someone's at the door	There's my conference call
My ride is here (honking horn)	Fire drill !!
Can't hear you - (jets)	My pager just went off
Can't hear you - (street)	My cell phone is ringing
Can't hear you (talk)	I have a customer

- Caller has more time than you do?
- Need help to get off the phone?
- www.sorrygottago.com can help

Dan


An easy to use, online to-do list. Get organized, stay motivated, and be more productive.

An online to-do organizer for everyone


Has Hotlists, you can organize to-do's by folders and projects, to-do's are context sensitive (home, office etc), has Goals and a Calendar, sort by Priority, track Time, has Notes and Tags, Search, Collaboration, Mobile Phone Support, provides History and Stats and a Scheduler (it selects a Task to do in the time available)

YouSendIt.com


- For sending large files, either to work remotely or to another user:
- Upload your files to yousendit.com
- Sends an email with the download link
- Receiver downloads at their remote location..
- Downsides:
 - File must be downloaded to Hard Drive of remote computer
 - Office policies may not allow this
 - Encryption is well-advised...



Google Docs for File Transfer




- Share large files using Google Docs
- “hidden” URL’s using “anyone with the link”
- Or you can make it public on the web



automated time tracking & management

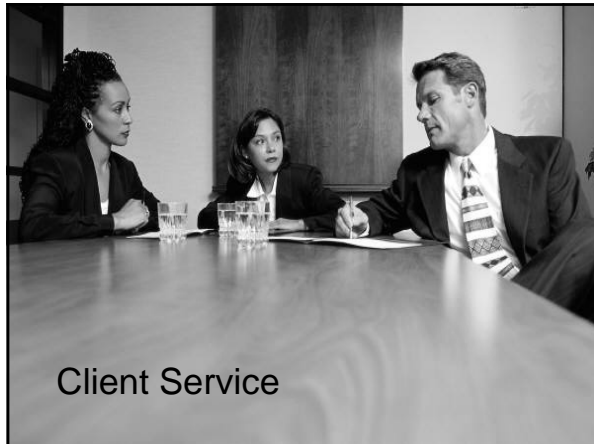
One Simple Task:

Turn off the Internet for a fixed period of time.




Rescue your work time from non-billable distractions
(Also does management reports)

LIANS 2010 – 30 Tips in 30 Minutes




CBA Conflicts Task Force Toolkit



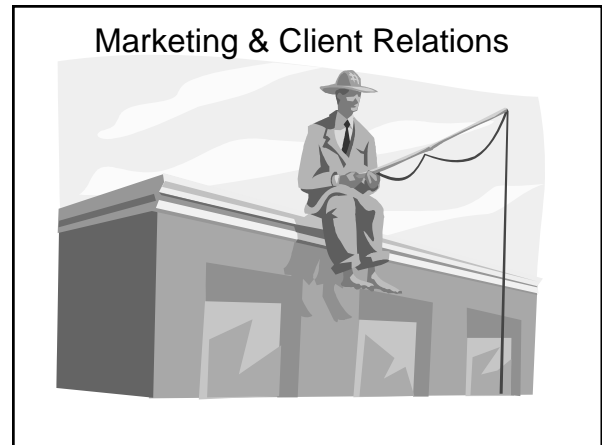
www.cba.org/conflicts

Dan

Learn to fire



Dan <http://ballsiest.com/sportsblog/wp-content/uploads/2007/10/joe-torre-fired.gif>



Lorne MacLean's Old Image



Not his actual graphic...

Lorne MacLean's New Image



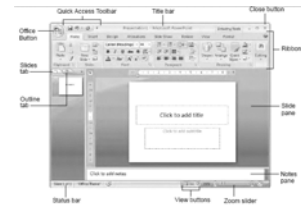
Tip: Looking for a great divorce lawyer? This is one with one beauty, lots of experience, and a great track record. He will be glad to talk. But we do protect your rights. Call 800-222-2222. MacLean Family Law Group

Learning More



2-page Quick Reference Guides

- Download free, full colour guides here: www.customguide.com/computer-training/quick-references
- Word
- Powerpoint
- Excel
- Acrobat
- Photoshop
- and more



Dan



www.abanet.org/lpm/magazine

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practicePRO/LAWPRO Resources

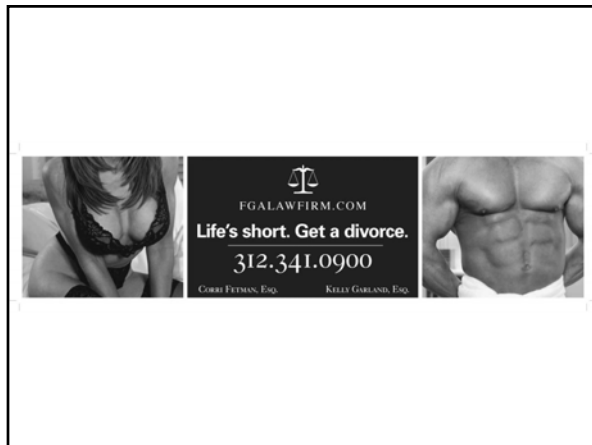
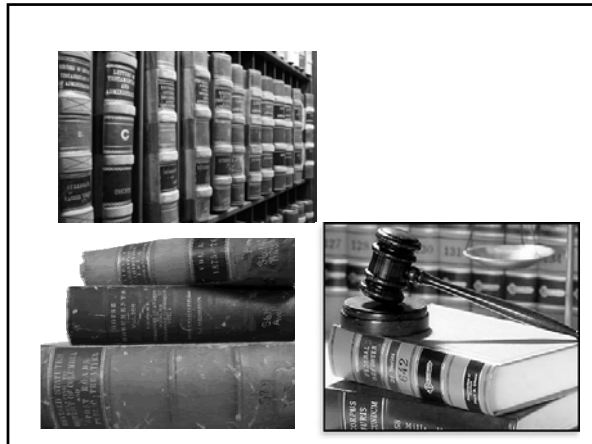
- LAWPRO Magazine
- AvoidAClaim.com blog
- Managing booklets
- www.practicepro.ca
- www.lawpro.ca



Dan

Avoid the Clichés of Legal Marketing





Questions, Comments & Ideas?



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