

Managing Partner Luncheon: Business Model Innovation

Featuring Guest Speaker
Ronald J. Baker

Business Model Innovation

Today's law firm is challenged by a variety of factors: new technologies, intensified competition, and an outdated business model. Moreover, most experts agree morale in the profession is at an all-time low—an astonishing number of professionals respond in surveys that, if they had to choose their career over again, they would choose another line of work. What happened? How did this once noble and proud profession become so beleaguered, and what relief is available? This course confronts the conventional wisdom embodied in the old business model, which states the way to success is by leveraging people and hours, or "We sell time." This old model will be replaced by a more optimal business model—The Firm of the Future, which offers bold, proven strategies for restoring vitality and dynamism to firms everywhere.

- *Understand the old business model and why it prevents firms from achieving excellence*
- *Learn the new business model and why it is a super paradigm for a proud profession*
- *Restore the dignity, price and passion in your firm, and the profession*



Ronald J. Baker is the founder of Verasage Institute—the leading think tank dedicated to educating professionals internationally—and a radio talk-show host on the www.VoiceAmerica.com show: *The Soul of Enterprise: Business in the Knowledge Economy*.

Ron graduated in 1984 from San Francisco State University, with a Bachelor of Science in accounting and a minor in economics. He is a graduate of Disney University and Cato University, and is a faculty member of the Professional Pricing Society. Ron started his CPA career in 1984 with KPMG's Private Business Advisory Services in San Francisco. As a frequent speaker, writer, and educator, his work takes him around the world. He has been an instructor with the California CPA Education Foundation since 1995 and has authored fifteen courses for them. Ron has also authored 5 books.

Tuesday, February 13, 2018

11:30 am – 1:30 pm

Fogo De Chao

360 E Flamingo Road

Las Vegas, NV 89169

***FREE to ALA Members &
their Managing Partners
Non-Members \$60***

Please RSVP to Angie Dwinell at angie@jeffreyburr.com on or before February 6th