

# WHEN WORLDS COLLIDE:

## THE NEW ECONOMY, TECHNOLOGY AND THE FUTURE OF THE LEGAL PROFESSION

### ...Are You Ready?

**Nationally-acclaimed law firm development expert Dustin Cole shares his insights on the tsunami of changes facing the legal profession and to prepare for them...**

- How the New Economy and the New Consumer are changing the world of legal services forever
- Why the demand for legal services is shifting – *away from the legal profession* – and how to survive the shift
- How the legal marketplace has tilted from a *supply* economy to a *demand* economy, and what it means to the business of legal services
- How marketing is evolving from *services and skills* to *niche and target market*
- How technology is hampering the ability of attorneys to do their best work, and how to protect your firm from quality slide and increased ethical risks
- How the new virtual small firm models will look and why they will be the large firms' worst nightmare
- Why the new skill essential to the most successful firms *will NOT be legal*

**Two hours that will change your thinking about the future – or validate it!**

#### **About Master Practice Advisor Dustin Cole**

Dustin Cole defines his work as helping attorneys transform their practices into highly successful legal businesses. In his more than twenty years of work with law firms ranging from sole practitioners to firms of over 2,000, he has helped thousands of attorneys surf the waves of change, seize opportunities, and grow their revenues. Over the past decades he has conducted CLE's in conjunction with more than 30 state bar associations, and has personally trained over 30,000 attorneys through his workshops, training programs, and one-on-one coaching.



**To present this program in your firm, contact Attorneys Master Class, 407-830-9810.**

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