

Equation for Success  
= Business Skills + Legal Skills



# MORE THAN JUST BEING GREAT AT THE LAW



# LORI PULVERMACHER, MBA

## PRACTICE ADVISOR, ATTICUS, INC.

- Passionate about helping lawyers grow their businesses.
- Range of experience: consulting and training, marketing and sales, & management and operations.
- Before Atticus, Lori contributed to notable organizations, including LIFT Consulting, Law As A Business (LAB), ElderCounsel, and WealthCounsel.
- Active volunteer, youth coach, and serving on boards for:
  - Girls on the Run—South Central Wisconsin
  - Spring Green Area Chamber of Commerce
  - Ithaca Youth Baseball & Softball
  - Kaul Community Park
- Girl mom, wife, small business owner, and outdoor enthusiast



# THE COMMON CHALLENGE FOR ATTORNEYS

Balancing client work  
with firm management

Marketing and client  
acquisition

Financial management

Staffing: onboarding,  
training, nurturing,  
mentoring, delegation

Time management,  
productivity, focus,  
efficiency, effectiveness

Work-life, or law-life  
balance

# IMPORTANT BUSINESS SKILLS

Time  
Management

Focus and  
Prioritization

Client  
Development  
and Marketing

Referrals

Firm  
Economics

Leadership  
and  
Management

Team  
Development

Conflict  
Navigation

Coaching and  
Mentoring

Delegation,  
Meetings

Strategic  
Planning and  
Goal Setting

Billing Models

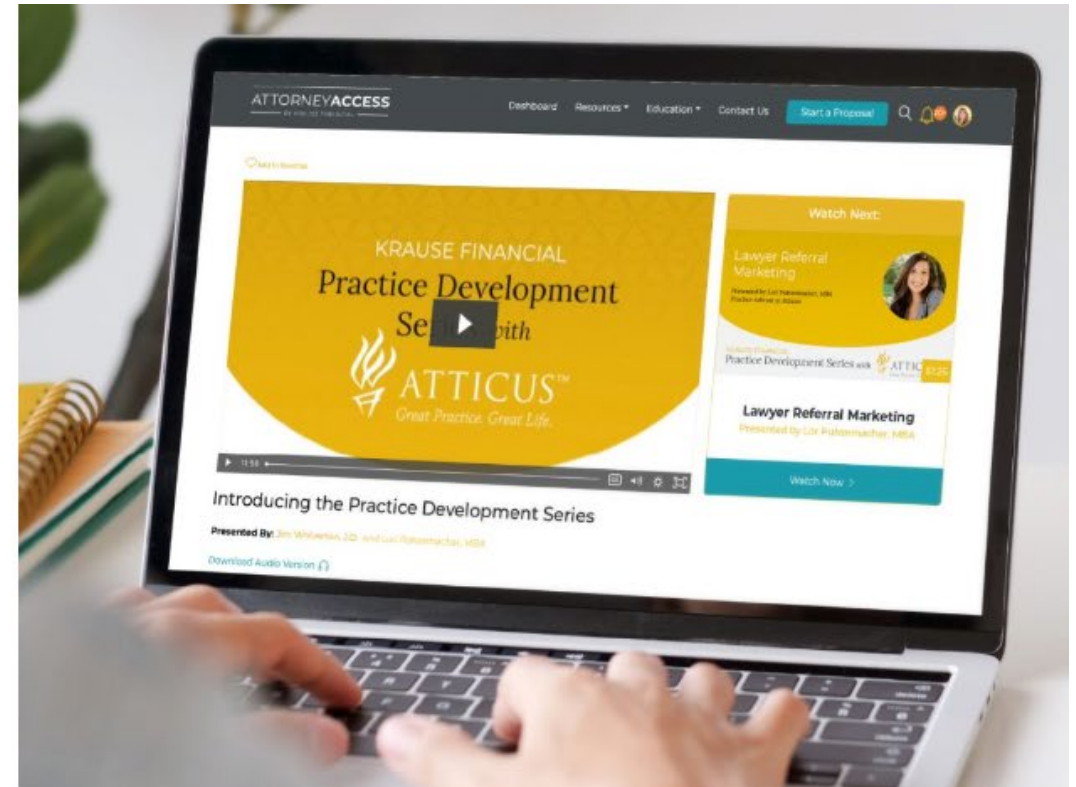
# KRAUSE ATTORNEY ACCESS ONLINE EDUCATION

## PRACTICE DEVELOPMENT

### Atticus Practice Development Video Series

Led by Lori Pulvermacher, Certified Practice Advisor at Atticus, this video series covers:

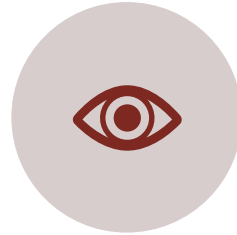
- ✓ **Referral Marketing:** Learn tactics for cultivating a robust referral network that consistently fuels your practice.
- ✓ **Transitioning or Adding a Practice Area:** Navigate the complexities of transitioning or diversifying your practice areas with confidence.
- ✓ **Mastering Productive Focus:** Uncover the secrets to prioritization, focus, and productivity in an increasingly demanding profession.



# THE POWER OF DEDICATED SUPPORT



TRAINING AND  
FILLING THE GAPS



IDENTIFYING AND  
OVERCOMING BLIND  
SPOTS



TAILORED GUIDANCE  
AND SOUNDING  
BOARD



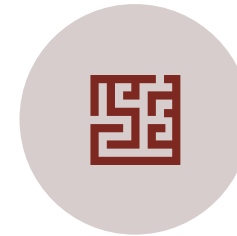
ACCOUNTABILITY



CLEAR OBJECTIVES  
AND PLAN  
DEVELOPMENT



INNOVATION AND  
SHORTCUTS



PROBLEM-SOLVING  
AND  
IMPLEMENTATION

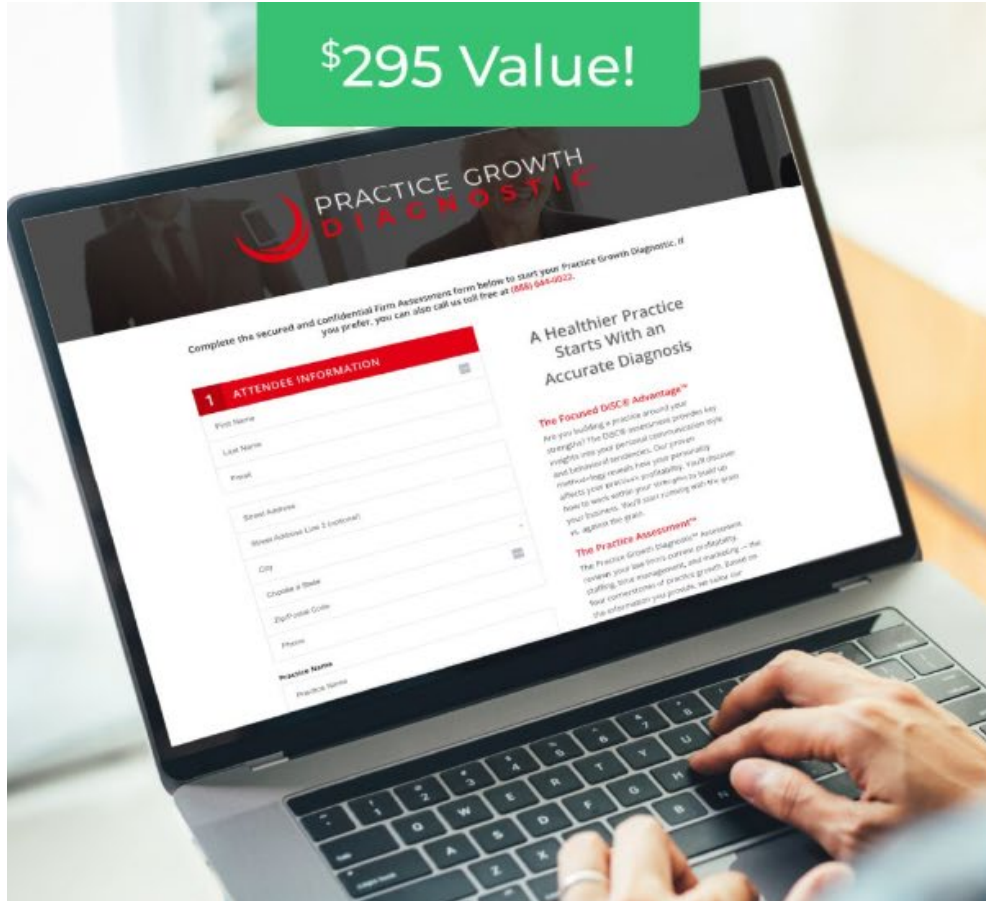


**ATTICUS**<sup>TM</sup>  
*Great Practice. Great Life.*

We help lawyers develop, grow,  
and sustain great practices and  
cultivate great lives.

- Individual and group coaching
- Specialized training
- Firm retreats
- Education and resources
- Build My Great Team
- The Summit

# PRACTICE GROWTH DIAGNOSTIC



Get a **FREE** Atticus Practice Growth Diagnostic™ with your Premium Membership

- ✓ **The Focused DiSC® Advantage™:** Learn key insights into your personal communication style and behavioral tendencies.
- ✓ **The Practice Assessment™:** Review your firm's current profitability, staffing, time management, and marketing.
- ✓ **The Advisor Growth Analysis™:** Gain feedback based on your responses to an assessment about you and your practice.
- ✓ **Identify the three most impactful actions** you can take immediately to move your practice forward.

# EQUATION FOR YOUR LAW FIRM SUCCESS



# CONNECT WITH ATTICUS

- Email [grow@atticusadvantage.com](mailto:grow@atticusadvantage.com)
- Phone: 888.644.0022
- Connect with us online at [atticusadvantage.com](https://atticusadvantage.com)
- Scan the QR code to schedule a meeting 
- Listen to our podcast: *Great Practice. Great Life.*



- Follow our social channels [@atticuslawyercoaching](https://www.instagram.com/atticuslawyercoaching)



SCAN ME

Thank you!



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