



### Mindset

#### Ignite the belief within

Although lawyers are talented, they're typically focused on only a few of their skills—reading, writing and speaking. However, the most significant component of building a business is "mindset" and all it takes to expand one's mindset is the ability to learn. Thankfully, lawyers excel at learning as laws, facts and circumstances are constantly changing. **Just one little shift from "this is really hard" to "I've got this," and you're off.**



### Cloudburst®

#### ROI you can measure

The fact is, what gets measured gets done, but how do you measure your efforts? How do you keep track of your contacts? How do you know if it's working? Cloudburst® is the answer to all those questions. You simply input your contacts, keep a record of what was discussed and note the method you used to reach out (email, phone, face-to-face, etc.). By doing these three things, you'll consistently hit your target goal, which increases over time, until you finally hit your stride. **We've "gamified" networking and made it so everyone wins.**



### Sustain

#### The power of good habits

If you change your mind, you change your behavior and in turn, you change your results. The challenge is in sustaining those changes. We get it. That's why we connect you with some extremely talented coaches known for helping attorneys reach their goals. Beyond Law has a track record of changing people's lives. **We've helped them make partner, get unstuck and build stellar books of business.**



### Momentum

#### Keep success going

Through ongoing coaching, alumni, peers and more, the Beyond Law program gives you access to the tools and resources you need to build and maintain the book of business you've always wanted. The proof is in the numbers. **More than 60% of participants who are on the "Partnership" track become partners within a year of completing the program.**



## WHAT WE DO

**Practical solutions. Real-world application.**

Law school teaches lawyers how to think critically, analyze information and organize it in a way that helps them advocate for their clients. Law schools rarely teach lawyers how to be influential, respected, admired or charismatic because they don't see those behaviors as learnable. However, Beyond Law has proven time and time again that attorneys CAN change, adapt to a new mindset and learn new behaviors in a way that's unique to each of them. We help lawyers understand hidden strengths they haven't yet utilized or honed. By tapping into their potential, and with the guidance of the Beyond Law program and coaches, lawyers can create a trusted network of relationships that can lead to a solid book of business.

## SUCCESS STORIES

**Janice Brown has helped countless attorneys create or rethink their approach to winning new clients and work. Here are just a few:**

"Janice Brown's program was both inspirational and instructive. The practical tools she offers for building a business development network, coupled with the guidance she provides in implementing those tools, have been very helpful to me. Janice is very generous with her time and even her own connections!"

- Partner, Investment Management Group

"I have been through numerous leadership and professional development programs, and I can say without hesitation that Janice Brown's course has been the most beneficial I have ever experienced. Her joy and passion for productivity and health are infectious. She asks hard questions and, more importantly, got me to ask myself hard questions that greatly influenced a major change of focus in my law practice and ultimately resulted in a much-improved quality of life. Attending her program has been one of the best things that has ever happened to me professionally, and I encourage anyone to jump at the opportunity to take advantage of Janice's gifts."

- Partner, Schell & Oglesby, LLC.

"Attending the Beyond Law program taught me how to mix business development and relationship building in a productive and fun way. Janice provides great insight, examples and confidence during the program. Then, she and Roger Lane offered wonderful follow-through about their effective systematic approach that has helped me grow my practice and deepen my professional satisfaction. I am proud to say that I have landed several clients. Not a ton, but it's a process, not a finish line."

- Partner, Schwartz Semerdjian Ballard & Cauley, LLP

