

Know :: Be :: Do :: Group Training



SOUTHREN
ACADEMY

Where Lawyers Come To Learn.

Get the results you want for you and your firm by doing the right things, from the right mindset.

Built upon our foundational principles of engaging, inspiring and empowering, and rooted in best practices of neuroscience and adult learning, our proprietary **Know :: Be :: Do :: Business Development Foundations Program** is designed to guide participants, over the course of six months, through a hands-on process of developing an individualized plan that will enable them to take ownership of their practices, increase the impact of their business development activities, and create businesses filled with the type of work they want to do - with and for the people they want to work with.

Program Themes:

- **Know Yourself:** Vision, Value + Personal Brand
- **Build Your Network:** Understanding the Power of Relationships
- **Set Your Habits:** Personal Practices For Business Development Success

Program Elements:

- DiSC Psychographic Assessment
- Three 3-hour workshops
- Four one-on-one coaching sessions for each participant
- A variety of self-directed learning opportunities and tools to support them

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Testimonials:

The program was great. This makes me excited for the future and what I can do. Before I started this I couldn't see how I would be successful in law because I couldn't see how I would build my own book of business. Now I see how that is done and can see the path to my future.

This program has been really beneficial so far... associates have banded together to leverage our collective strength as a team!

The One-on-One coaching element of the program has been a great way to put the group training into practice and make it individualized.

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WELCOME TO SOUTHREN GROUP

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