



SUFFOLK ACADEMY OF LAW
The Educational Arm of the Suffolk County Bar Association
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HOW TO RUN AND GROW YOUR LAW FIRM

Running Your Practice More Efficiently

FACULTY:

Brooke Lively, CEO
Founder of Cathedral Capital

Moderator:
Karen J. Tenenbaum, Esq., LL.M, CPA

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Suffolk County Bar Association, New York

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There's a whole new way to obtain your CLE certificate! It's fast, easy and best of all you can see the history of courses that you've attended!

Within 10 days of the course you attended, your CLE Certificate will be ready to view or print. Follow the instructions below:

1. Go to SCBA.org
2. Member Log In (upper right corner)
3. If you **do not** know your username or password, click the area below and enter your email that is on file with SCBA. Follow the prompts to reset your username and password.
4. After you log in, hover over your name and you will see “Quick Links”. Below that you will see:
 - a. My SCBA
 - b. My CLE History
 - c. Update My Information
 - d. Update My Committees
5. Click on **My CLE History**, you will see the courses you have attended. Off to the right side you will see the Icon for certificates. You are now able to download the certificate, print it or save it. You may go to your history and review the courses you have taken in any given year!
6. **CLE certificates will no longer be mailed or emailed.** Certificates will be available within 10 days after the course.



Brooke Lively, CFA President and Founder

Brooke Lively is the CEO and Founder of Cathedral Capital, a team of CFO's and Profitability Strategists who help entrepreneurs turn their businesses into profitable companies. After earning her MBA in Investments and Corporate Finance, Brooke built a 7- figure company in under 2 years. As a Chartered Financial Analyst (CFA), she and her team, work with Hall of Famers, INC 5000 businesses, CEO's, and Small Business Owners.

With expertise in growth management, creative problem solving and profitability strategy, Brooke has been the named 'Top 25 Women to Watch,' 2016 - 2020 Diversity Journal 'Women Worth Watching', and 'Fort Worth's 2016 CFO's of the Year'. She is a highly regarded international speaker and the author of several books, including an international best-seller. Brooke has been featured in international media including CNBC, Forbes, US News and World Report, Fort Worth Business Press, Authority Magazine and on podcasts such as Mission Matters, The American Bar Association Modern Law Library, and The Entrepreneur Way.



From Panic to Profit®

3 hidden strategies fast growing
firms use to increase profit.

TODAY

A blurred background image showing the arms and hands of several people in business attire, suggesting a meeting or collaborative work environment.

94.3%

FIRED MY BIGGEST CLIENT

CathCap lost money 26 months
IN A ROW

From Panic to Profit®

1. People

THE THREE TYPES OF LAWYERS



FINDER

MINDER

GRINDER

GRINDER

Job: Bill

Bill: 75-80% of
hours worked

Multiple 5X



MINDER

Job: Bill, teach/train,
client happiness

Bill: 75-80%

MINUS non-bill

Multiple 3.5 – 4X

FINDER

Job: New Clients

Bill: Not Much

Multiple 3X



In Action

→ Accountability

- Tools
- Discussions
- Discipline


Calculate the
MULTIPLES



Give a
GOAL

From Panic to Profit®

2. Overhead

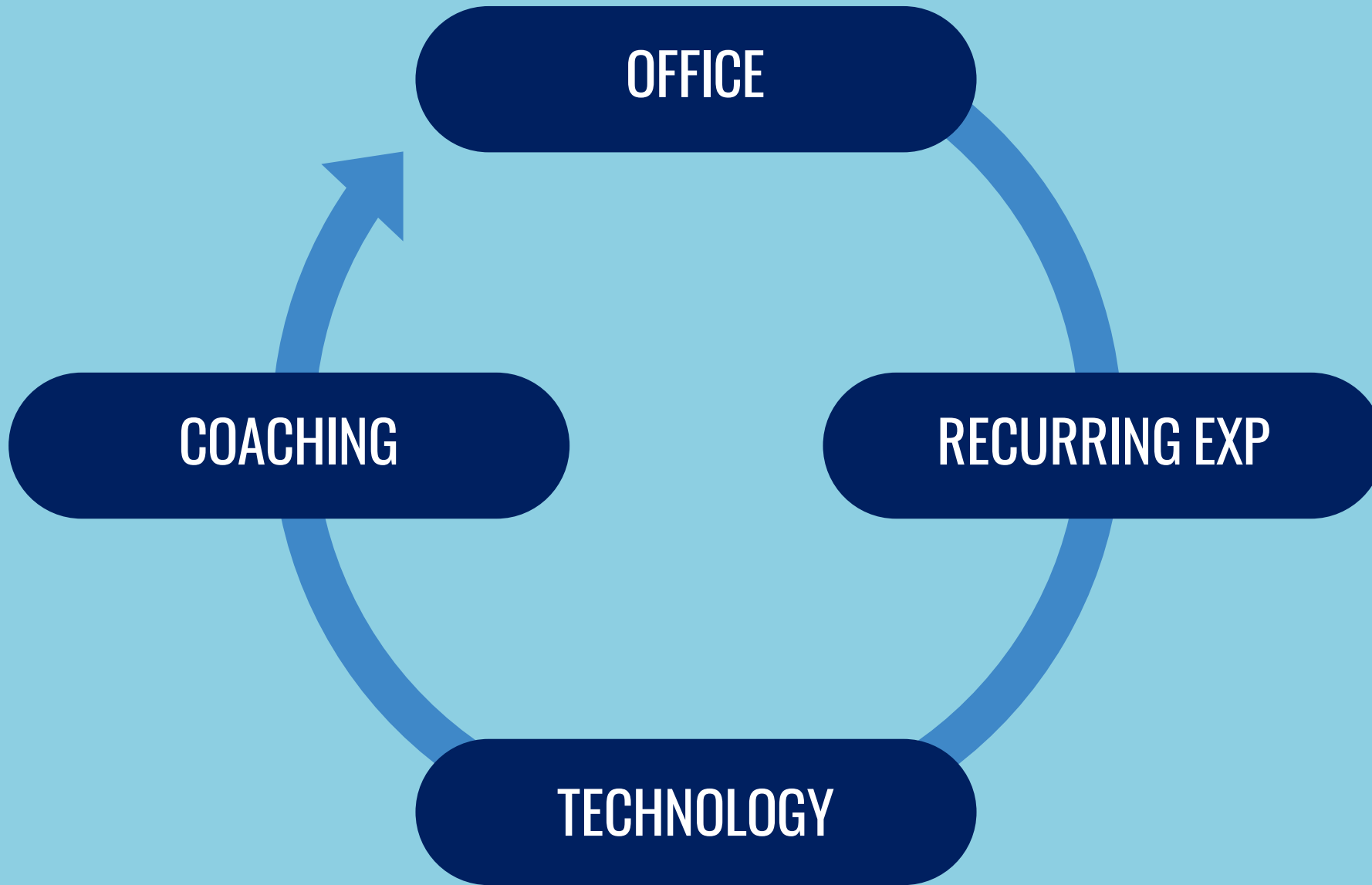


5% - 10%

MARKETING SPEND

Return
O_n
Investment

$$\frac{\text{Revenue}}{\text{Expenses}} = \text{Multiple}$$



Calculate the
ROI



Check Your
CREDIT CARD

From Panic to Profit®

3. Profit

Revenue

— Expenses

= PROFIT → Taxes

↙
War Chest

↘
Distributions



WARCHEST

OWNER COMP

Monitor Your
PROFIT



Calculate Your
OWNER
COMPENSATION



A person with long brown hair, seen from behind, is wearing a dark green jacket and a large tan canvas backpack with brown leather straps. They are holding a map and looking out over a vast, hazy mountain landscape under a bright sun with lens flare. The scene is set in a high-altitude area with green vegetation in the foreground and distant, misty mountains.

QUESTIONS?

How do you Move Forward





SCAN TO DOWNLOAD
THE PROFIT FINDER



Thank you



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