

LYNNE | Transforming
BURDON | Leaders

Coaching for law firm leaders

Be the *best* leader you can be

My mission

As a law firm leader your job is to create clarity about your firm's purpose, values and vision, get the right people on board and then create the conditions for them to thrive.

I believe that you will do this to the very best of your ability when you do two things:

- **Continually develop your leadership and management skills.**

Best practice on how to keep your people happy and motivated is continually evolving – make it your business to keep up to date so that you can create a wonderful work environment.

- **Work on your own personal growth.**

To have maximum impact and influence on your firm's success you need to be calm, passionate, inspirational and determined. You need to feel confident about who you are and what you stand for.

I have worked closely with many law firm leaders, people who by most measures are very successful. They are high performers with vision and a compelling drive to help their firms

succeed. They always seem willing to take on even more work to achieve desired results.

Yet I discover that behind that successful, confident exterior there is a person who feels overworked, overwhelmed and exhausted. I see a person who yearns for a break - who craves just a moment to completely switch off and not think about work. Perhaps surprisingly, I often also find that behind that confident front is a

person who is worried sick, sometimes literally, about whether they are up to the job, whether they are making mistakes, and when they will be found out to be lacking.

It is now my mission to work with my clients to transform their thinking so that they are happy at work and in life and have that certainty and confidence that comes deep from their core and shines out to those who choose to follow them.

Coaching transforms thinking

Engaging a business coach is like hiring a personal trainer or financial advisor. You want to do your best and you believe that with the right experienced person on your side you will perform better.

I understand that your work is really important to you, that it is where you find meaning in your life, that it is where you want to make your difference in this world.

During coaching you will transform

your thinking so that you can do your best work, rather than your most work. So many leaders are convinced that the only route to success working ever more hours. I used to be one of these leaders. I now believe the last thing your firm needs is an overwhelmed, frustrated, stressed and burnt-out leader at the helm.

Coaching is a safe environment for you to explore what you are doing now, why you are doing it and the results that you therefore experiencing. As your coach

I will ask good questions to help you with that exploration. I will also offer guidance where you ask for it and I won't be afraid to challenge or even confront you when I think it will help.

Although coaching with me is focused on greater success at work we will also address your mental and physical health and your personal relationships.

I believe healthy, happy lawyers do better work.

TRANSFORM

The PIVOT programme

I work with my clients for one year – this is long enough to make a big difference and short enough to maintain focus. My clients commit to investing about 4 hours a week during the year, including around 20 face to face meetings with me.

We work on five big questions:

- **Problem**

What is the problem? What unwanted results are you getting now? Why did you come to coaching? Where is your life not in balance? What do others see that you do not?

I will speak to colleagues, family and friends to make sure we have identified the problem.

- **Investigate**

Who are you now to be getting that problem? What can we learn about the person you are now? What are your values and beliefs – do you know where they came from? We will do some psychometric tests to help you understand yourself.

- **Vision**

What do you really want? What is your life purpose? What is your vision for your future life? Coaching will give you space to dream and the

belief that those dreams can come true.

- **Own your goals**

What do you want to change? Are your goals your own or imposed by others?

It is not until around the fourth month of coaching that we set some coaching goals and you will get these agreed with your firm. Coaching is a big investment of your time and your firm's money – we

need to be able to measure success.

- **Team**

What support do you need? Who do you need on your team? Change will happen in our coaching sessions – I will be on your side. We will discuss who else you need to get on your team.

Transformation takes time and effort but it doesn't need to be hard or painful. It is self-indulgent and mostly fun. You are likely to laugh and perhaps

sometimes cry. It is a time for you to focus on you.

You will notice some quick wins even from the first sessions – often just identifying a problem is enough to motivate you to make changes in your life. You may see improvements to your health or better relationships at home. Over time you may notice your clients reporting better outcomes and as the changes you make spread to your team you may see staff retention improving. **You will feel better.**

What my clients say

I know my programme works because my clients tell me about how their lives have changed.

These are real quotes from law firm partners who have coached with me.

Who are you and what do you stand for? Very simple questions, but finding the true answers to them took me on a journey with Lynne to dig deep into how and why I make decisions, my true core values and what behaviours would serve me better? Although initially a

touch sceptical, I cannot now emphasise enough the benefits of this type of coaching. If you ever consider that you may benefit from this then you definitely will, it is one of the best things I have ever done for my personal and professional development. Thank you, Lynne,!

I was interested in coaching because I thought it would help increase my confidence and to develop the behaviours required to be an Equity Partner in the firm. The biggest

struggle for me was being completely honest about my fears and lack of confidence in some aspects of my role as a partner. At times, I felt “exposed” which made me feel vulnerable but talking about this helped to diminish those fears. I was interested in working with Lynne because I believed that she was genuinely interested, and had the skills, to help me to become the best partner I could be. I expected it to be more difficult than it was to be open with Lynne; it just took a little time to feel comfortable, but I was surprised at

how quickly I felt the positive benefits of coaching. I have gained practical tips on how to manage difficult situations at work and coaching has provided me with the skills to see a different perspective on things. I am now more able to challenge negative thinking and recognise that it is possible to change unhelpful behaviours that could prevent me from achieving my goals at work. I feel more confident, motivated and empowered as a result.

“ My life is now in such a *better place* than it was a year ago and almost *every part* of that is in some way due to what we have worked on ”

About me

I'm a solicitor, a law firm founding partner and for over 30 years I was a managing partner eventually leading around 200 people – so I know a thing or two about how law firms work!

My book 'Lynne's Laws of Leadership – 20 big lessons for leading a small law firm' has had great critical acclaim in the legal press. It shares the academic knowledge learnt from my MBA and other leadership training and my practical experience in running two law firms.

I have always been fascinated by what makes people tick. For years I have read widely on positive psychology and neuroscience. I am a master practitioner of NLP. I am a Meyler Campbell qualified executive coach.

In coaching I use a variety of techniques. I believe in doing whatever it takes to get the desired results for my clients.

As well as coaching I also enjoy leadership training and have developed

a 10 day 'Lawyer to Leader' training course for potential equity partners.

I regularly write on leadership and management in the legal press and I love giving talks to lawyers both internally and on a bigger stage.

For the full range of my services see my website www.lynneburdon.com

A large, fluffy white cloud is centered in the upper half of the frame, set against a clear, vibrant blue sky. The cloud has soft, irregular edges and a bright white center, suggesting a bright light source. The overall composition is simple and clean.

ENLIGHTEN



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