

# ADVANCE

## Coaching Academy

*Equip your people for seamless succession*



# Company Overview



## ➤ About Us

Legally Engaged Career Centre Limited ("Legally Engaged") is Nigeria's first law career centre. Legally Engaged takes the lead in reforming the legal industry by tackling the unemployability and unemployment of lawyers through training, coaching and mentoring initiatives.

As of June 2024, Legally Engaged had a following of approximately 40,000 professionals.

## ➤ Mission

Our mission is to groom lawyers who are better-equipped lawyers to lead change in Africa.

## ➤ Vision

Our vision is to become a globally recognized leader in learning and development solutions, renowned for our desire to see every lawyer enjoy a fulfilling and rewarding career.



# ADVANCE Academy

## ➤ Introduction

At Legally Engaged, we understand the challenges faced by lawyers in their career progression, especially those who are at the critical juncture of transitioning into senior management roles. To address these challenges and support the professional growth of lawyers, we are pleased to present our group coaching program, **ADVANCE**.

This program is designed for lawyers with 4-7 years of experience who are on the verge of becoming Senior Associates or have recently achieved this milestone.



## ➤ Program Overview

The ADVANCE Academy offers two standard coaching options:

- 8-Week Program: Consisting of 8 sessions.
- 12-Week Program: Consisting of 12 sessions.

Each session is carefully crafted to address the key soft skills essential for junior management positions, such as communication, leadership, personal branding, relationship building, and stress management.

We recognize that each law firm has its own culture, unique needs and availability. As such, we are open to tailoring the ADVANCE program to align with your firm's specific requirements. This flexibility ensures that the program not only meets the general developmental needs of your lawyers but also resonates with your firm's values and objectives.

# Our Approach



## Assessment & Strategy\*

We start by assessing the culture and needs of your firm, as well as the specific needs of the delegates on the Academy.

## Intra-firm skills development



Next, come sessions designed to address the skills needed to thrive within the team/ firm.



## Extra-firm skills development

We then focus on skills needed to build and continue the firm's goodwill with its various external stakeholders.

## Career advancement



We tie the program together by exploring personal development plans and discussing general strategies for continuous growth.

# Program Curriculum

## 1 Communication



- Effective communication for career advancement.
- Mastering client communication and managing expectations.
- Handling difficult conversations with poise.

## 2 Leadership & Influence



- Transitioning from team member to team leader.
- Building internal and external credibility and influence.
- Understanding leadership styles
- Decision-making and accountability.

## 3 Branding & Positioning



- Identifying and articulating unique value propositions.
- Building a professional brand within the firm and the wider legal community.
- Leveraging individual social media for firm exposure and growth.

## 4 Relationship Building



- Developing and maintaining professional relationships.
- Networking strategies for lawyers.
- Commercial awareness
- Strategies for client retention and satisfaction.

## 5 Work Ethic & Productivity



- Prioritising projects and managing time effectively.
- Balancing workload and personal life.
- Strategies for enhancing productivity without burnout.

# Program Curriculum



## 6 Strategic Thinking & Problem-Solving



- Complex problem-solving and analytical thinking
- Strategic planning and decision-making
- Risk management and mitigation

## 7 Stress Management & Resilience



- Understanding the sources of stress in the legal profession.
- Developing resilience and coping strategies.
- Work-life integration and maintaining well-being.

## 8 Career Planning & Development



- Setting and achieving career goals.
- Navigating the path to partnership or other leadership roles.
- Continuous learning and professional development.



# ADVANCE Academy

## ➤ Target Audience

This program is designed for lawyers with 4-7 years of experience, specifically for those who are either one to two years away from becoming Senior Associates or have recently been promoted to this role.

Please note that each group will consist of a maximum of 10 participants to ensure an optimal coaching and mentoring environment. We are equipped to run multiple groups simultaneously if required, subject to a minimum of 7 participants per group.



## ➤ Program Reporting

Depending on the package procured, Legally Engaged will provide a comprehensive report detailing the progress of the group upon completion of the program. This report will include our findings, insights into the developmental areas of focus, and recommendations for further growth.

This feedback loop will be valuable for your firm to continue supporting the professional development of its lawyers effectively.



# Contact Us



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