



## ONE-PAGE PRACTICE DEVELOPMENT PLAN TEMPLATE

**Here are the key components of the generic one-page practice development plan (OPDP):**

**I. The Narrative of the Lawyer's Professional Experience:** The first part of the OPDP is a narrative of the lawyer's professional experience. In essence, it is telling the "professional story" of the candidate (everything that he/she can not say in a resume). For example, if the candidate is a government lawyer, then why has he/she decided to go to the private sector at this time? If the partner has a small book of business, why is this the case?

The key to this first part is to place the lawyer's professional story in the proper context. This part only has to be a couple of paragraphs, but it should address directly why this lawyer feels that he/she would be a successful partner at the firm.

**II. Metrics/Clients or Contacts:** The second part of the OPDP differs depending on the candidate. For counsels or government lawyers, this section should focus on their list of contacts. The list of contacts should be divided in two parts: (i) contacts in the business world and (ii) contacts in the legal world. The list can be longer in the actual long version of the business plan, for OPBP, the candidate should focus on their "key" contacts.

It is very important that the lawyer focus on "real" contacts. The relationship with the contact is crucial for the law firms. For example, "The GC of Google is my childhood friend". As for law firm contacts, they are important because law partners give work that is conflicted out of their firm to friends who will not steal their clients. For young partners, this is a great way to get business and experience.

For partners with little or no business, this second part should focus on their historical metrics and "key" clients. Important metrics: billings/collections; originations; realization rate; billing rate and billable hours. If possible, they should provide three years of historical metrics.

Some partners will be hesitant to disclose their "key" clients so early in the process, but again the major objective is to get them in the door. A list of "key" clients makes their book of business "real".

**III. "Road-map in the Firm":** Part three is a paragraph about the lawyer's plans for client development and/or business generation in the new firm (with the new platform). In essence, it is taking some of the "key" contacts or clients listed above and describing an action plan.