

GGI PRACTICE GROUP WEBINAR BUSINESS DEVELOPMENT & MARKETING

Tuesday, 13 April 2021, 10:00 am EDT (Eastern Daylight Time) | 16:00 pm CEST (Central European Summer Time)

Chair: Jim Ries; Guest Speakers: Heather McCullough & Jill Huse (Society 54)



Anatomy of a Win

Your firm knows that an RFP is coming. Are you prepared? Do you have a “go/no-go strategy” or do you respond to each and every proposal that comes across your desk? Knowing the steps it takes to win the work in this highly competitive environment is a valuable advantage. Do you know what it takes to put your firm’s best foot forward? During this session, we will discuss the steps necessary to determine whether to chase the opportunity, value the potential, ask the questions that will engage the potential client, define the right team, and ultimately- how to win the work.

About Society 54



Heather McCullough

Society 54 Co-Founder Heather McCullough represents the power of hard work, strategy and collaboration. For nearly 20 years, she has brought game-changing results to professional services firms across the US. As the director of business and practice development at one of the most well-respected law firms in the Carolinas, Heather oversaw all aspects of firm and attorney business development, including client relations, communications, events and marketing – all while keeping a keen eye on budgets and ROI. Heather has led and restructured operational changes while working inside law firms, as well as in a consulting capacity. This experience, combined with her MBA from the University of South Carolina, makes her an ideal advisor for firms that want to challenge the status quo and lead change.



Jill Huse

Society 54 Co-Founder Jill Huse is renowned as a trusted professional services advisor. Jill, a certified Worldwide Association of Business Coaches Coach, is highly regarded for her progressive ingenuity, research-based strategy and, most importantly, her ability to deliver results for clients. She has worked in professional services marketing (legal and accounting) for over 20 years. She has an innate ability to identify, encourage and develop her clients’ unique and differentiating professional strengths, and to help clients leverage these strengths to meet and exceed bottom line goals. Jill currently serves as the 2020 President of the Legal Marketing Association and co-founder of Law 2.5, a roundtable think tank. She has a Masters in Professional Services from George Washington University, in addition to certifications in DiSC behavioural training, Six Sigma Process Improvement, Change Management, and Leadership.

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This webinar is for members of the Practice Group and any GGI members wishing to join the PG. Please check within the internal area of www.ggi.com for the link to register or simply click on the button shown. We use Zoom for our meetings. Once you register, the meeting ID and password will be sent to you.

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