

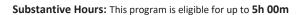
# **OBA | Professional Development**

## "MBA" in a Day - for Lawyers

**Business Law** 

Date:	Wednesday, June 10, 2020
Details:	5 modules
Program Chair	: Daniel Hirsh, Hirsh Law





Back by popular demand with a new format and new content! Boost your business and financial knowledge, as well as your ability to protect and advocate for your clients' legal interests. In this course, delivered over five modules that you can complete on your own time, you will gain a greater understanding of how to address complicated financial and business issues that often arise for your corporate clients. Find out the right questions to ask when working with financial and communications experts in order to save your client's time and money. By enhancing your business expertise, you will also reduce the risk of negligence and liability that might arise in your legal practice.

Register now to take advantage of this opportunity to improve your business transaction skills.

### Accounting

Jessica Chan, Deloitte LLP

- Intro to accounting: Key accounting concepts and lingo
- How to interpret financial statements: an actual review and group discussion
- Identifying areas of concern for the business and properly advising your clients
- Improving your skills for negotiating and structuring deals
- Understanding your client's financial condition to provide the highest quality service

#### Financing

Matthew Panczyk, CIBC

- The Capital Continuum
- Key Leverage Drivers
- Underwriting Process
- Typical Financing Scenarios
- COVID Impact
- Best Practices

#### Marketing

**Professor Shai Dubey,** Academic Director, Queen's Graduate Diploma in Legal Services Management **Matthew Shepherd.** Director, Marketing & Communications, Queen's University Faculty of Law

- Learn how to build a marketing strategy for the legal industry:
- Identifying your audience to telling your story
- Setting a budget and playing to your strengths
  - Understanding basic marketing concepts including:
    - Product liability
      - Advertising
      - Social media
      - Privacy
      - Security

#### **Crisis Communications**

Andrew Steele, Vice President, StrategyCorp John Perenack, Principal, StrategyCorp

- When companies need corporate communications
- What a business undergoing crisis communications will encounter
- How to understand the desired outcomes of crisis communications

#### **Human Resources**

Stuart Rudner, Founder, Rudner Law (Employment Lawyer and Mediator)

- Key principles of human resources including:
  - The hiring process
  - Managing your workforce
  - Terminating employees
  - Different workplace structures