

"MBA" in a Day - for Lawyers

Business Law



Date: Wednesday, June 10, 2020

Webcast

Details: 5 modules

Program Chair: Daniel Hirsh, Hirsh Law



Substantive Hours: This program is eligible for up to **5h 00m**

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

PROGRAM REGISTRATION IS ONLINE www.oba.org/pd

Questions? pd@oba.org