Hire. Acquire. Inspire.

Become a Business Owner

Background

- Westminster, MD
- 3 daughters under the age of 6
- Grew up a Husker, but married a Dawg
- Favorite book: “It Takes What it Takes.”
- *To dare is to do.*
- Bucknell University
- Travelers Insurance
- University of Baltimore School of Law
- Baltimore City State’s Attorney’s Office

Story

Vision 1.0

Self-employed

"You're just an employee of a law firm that happens to be named after you."

NELL
0
The University of Baltimore
Rockwell University
Court of Appeals of Maryland
Ross Alfaro
District of Maryland
Ross W. Alfaro
DRUNKEN DRIVING BUTTER BEANS

Vision 2.0

Business Owner

Hire. Acquire. Inspire.

ALBERS
& ASSOCIATES
Albers & Associates
PROFESSIONAL. RESPONSIVE. RESULTS.
DON'T SETTLE FOR SECOND BEST. PROTECT YOUR RIGHTS WITH MARYLAND'S TOP LEGAL TEAM.

Hire

- Culture
  - Core Values
  - “Ideal Team Player”
  - “A” players
- Always be recruiting
  - Job listings
  - Coach Prime
- Clearly defined roles
- Training
- Accountability
  - Benchmarks v. Goals

Acquire

- Advertising & Marketing
  - Tracking
  - Events
  - Clicks/Impressions v. Qualified Calls/Forms
- New clients
  - Sales process
- Whose word out of whose mouth?
  - CRM
- Strategic Referral Partners
- Mergers & Acquisitions

“Nothing happens until someone sells something.”

READ

Rapport

Establish the need

Advanced a tailored solution

Develop a commitment

Inspire

"An organization can only become the-best-version-of-itself to the extent that the people who drive that organization are striving to become better-versions-of-themselves."

- Matthew Kelly

The Dream Manager

Inspire

- Vision
  - Where are you and I going
- Praise
  - Catch your people doing some good everyday
- Recognition
  - Adding value
  - Highlighting team
- Dreams

Inspire

"The most effective leaders and managers will be those who finds ways to advance a company, while at the same time helping employees to advance personally and professionally."

- Matthew Kelly

The Dream Manager

Hire. Acquire. Inspire.

We ARE a personal and professional company that HAPPENS TO:

- Sell sugar water (Coca-Cola)
- Transport people on airplanes (Southwest)
- Play football games (Baltimore Ravens)
- Deliver packages (UPS)
- Practice law (Albers & Associates . . . YOU and YOUR FIRM)

Mindset

You are the Founder/CEO of a law firm that happens to be named after you.

You are responsible for hiring, acquiring and inspiring your team members to achieve your company's dreams, goals and vision and their own personal dreams, goals and vision.

How: It starts with YOU

Starting or owning a law firm does not suddenly bestow leadership abilities on you, its creates a job for you. You must acquire these skills on your own.

- Read
- Listen
- Attend
- Practice
- Stay motivated

Interpersonal Behaviors

- Winning too much
- **Adding too much value**
- Passing judgment
- **Making destructive comments**
- Starting with "No," "But," or "However"
- **Telling the world how smart we are**
- Speaking when angry
- Negativity, or "Let me explain why that won't work"
- Withholding information
- Failing to give proper recognition

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What Got You Here, Won't Get You There,
Marshall Goldsmith

Stop doing!

Lessons from solo/small firm to Founder/CEO

- You're the 34th guy
- Always be recruiting
- Hire "A" players
- Culture wins
- Always be delegating
- Wake up early
- Success leaves clues
- 80/16/4/1/8x
- Journal
- Take care of yourself
- Learn how to sell
- Be a leader
- Taxes suck
- Raise your prices
- What gets scheduled gets done
- Success is boring
- Don't be an "I'da"
- Always be learning
- The numbers don't lie
- Failing my way to success
- Call your Mom

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