



& Lunch Learn

S E R I E S

T O D A Y ' S S P E C I A L

February 19, 2020

From Panic to Profit: How 6 Key Numbers® Can Make a 6 Figure Difference in Your Law Firm

Speaker:



Brooke Lively

CEO and Founder, Cathedral Capital

Brooke's team of CFOs and Profitability Strategists help entrepreneurs turn their companies into profitable businesses. She received her MBA in Investments and Corporate Finance from Texas Christian University and holds the prestigious Chartered Financial Analyst designation. She is a frequent speaker at small business events, conferences, national associations, and CLE nationwide.

Topic: Panic to Profit is a one-hour presentation that covers the 6 Key Numbers® that attorneys need to know to run a profitable firm. In this fast-paced seminar, attorneys learn how to monitor cash, Ideal Ratios, billing efficiency and realization rates, case management Key Performance Indicators (KPIs), and conversion rates. This is all conveyed in casual manner peppered with real life anecdotes from Brooke's practice. Attorneys walk away with actionable items that will immediately improve cash flow, profit, and the financial operations of their firm.

Location: BASF Conference Center
301 Battery Street, 3rd Floor, San Francisco, CA

Cost: Free for BASF members (RSVP is required. Limited seats are available)
\$30 all others

Details: Registration: 11:30 a.m. – 12:00 p.m.
Program: 12:00 – 1:00 p.m.
Event Code: G201609
Lunch will be provided by Cathedral Capital.

Note: Cathedral Capital and The Bar Association of San Francisco are not affiliated.

RSVP at www.sfbar.org/calendar.