

# Business Development Coaching



SOUTHREN  
**ACADEMY**

Where Lawyers Come To Learn.

## Unlock Potential. Build Success. Sustain Growth.

The cornerstone of Southren Group's coaching services, our **One-on-One Business Development Coaching Program**, is a transformative experience for lawyers seeking to excel in business development, by identifying and working toward specific Business Development objectives, and setting activities aimed toward their achievement. This personalized program blends neuroscience, strategy, and actionable insights to help you craft a legal practice that thrives on purpose.

All of our coaching programs are delivered over 13 sessions within a twelve-month period, supported by several proprietary tools and supplementary resources that help our clients to progress toward their goals, setting them up for success in their post-coaching period.

### Tools Include ::

- **DiSC** Psychographic Assessment
- **Goal** and objective setting frameworks
- Pre-Session + In-Session **Worksheets**
- 6-Video **Productivity Coaching Series**
- **The Art of Delegation** video program
- Monthly Activity **Planner + Tracker**
- Self-Assessments + Progress Surveys
- Quarterly Relationship + Network Building **Planner**
- Personalized **Social Media Calendar**
- 12-Month Goal Planner + Quarterly **Action Plan**
- Personalized **Sector Opportunities Spreadsheet**

### “ Testimonials:

*This program gave me clarity and confidence in building my practice. I now have a clear path forward and the tools to succeed.*

*The one-on-one coaching sessions were transformative. They helped me connect my goals with actionable strategies and develop habits that drive success.*



WELCOME TO SOUTHREN GROUP

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