

PIPELINEPLUS
POWERED BY ACKERT



CASE STUDY

Business Development Coaching Programs

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“An impactful combination of high-level strategy and tactical accountability. I doubled my book of business within a year.”

Miller Nash Partner Participant

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PipelinePlus + Miller Nash

Comprehensive BD Coaching Program

Firm Background

Miller Nash is a nationally recognized, industry-focused law firm with over 150 lawyers. It serves the construction, cannabis, education, energy, financial services, real estate development, and technology industries, while also serving a broad range of clients with business, employment, tax, and litigation needs. Miller Nash maintains offices in Oregon, Washington, California, Alaska, and Idaho.

The Challenge

Like most practitioners in professional services firms, Miller Nash lawyers received extensive training and education on the technical expertise necessary to fulfill client service expectations. The firm has a team of six business development professionals that support their industry teams around client development. Out of a commitment to its lawyers' career development, Miller Nash sought to create a strategic initiative to further advance business development (BD) mindsets, principles, and processes for their most engaged attorneys. A particular emphasis was placed on ensuring inclusivity and supporting the success of diverse attorneys.



Rainmaker University is a sought after program at our firm that our attorneys look forward to participating in. The program not only elevates their client development skills and outcomes, but also is an appreciated investment in their success.

Cynthia Voth, Chief Client Officer, Miller Nash



PipelinePlus Solution

Partnering with PipelinePlus, Miller Nash implemented a comprehensive approach consisting of group and individual coaching for cohorts of between ten and fifteen attorneys for six month Rainmaker University programs. The firm has provided coaching for over fifty senior associates and partners at the firm to date. Outcomes required from Cynthia Voth (the firm's Chief Client Officer) and her team included high lawyer engagement, practice expansion, and positive behavior changes.

The coaching program, structured around a proven business development curriculum, provided a comprehensive BD education, strategy implementation, and ongoing support.

The Results

Measurable outcomes: Participants implemented and applied actionable insights to produce positive gains and returns. Some participants realized a 200% increase in client originations in a single year of coaching.

Sustained ROI Over Time: Some partners participated in our Momentum Coaching programs, extending their engagements beyond the standard six-month term. Among them were reported origination increases of over 300% over a four-year period.

Honing BD Strategies: Participants honed their BD plans, prioritized opportunities, and navigated professional challenges.

Diversity Sensitivity: Acknowledging unique challenges, the program, especially in diversity initiatives, provided BIPOC lawyers with tailored guidance and advocacy.

Impact on Firmwide Approach: The programs resulted in a cultural shift, particularly among firm leaders, fostering a top-down alignment on BD as a priority. Increased effort in business development plans and a shift in meeting structure highlighted BD as an essential discipline.

PipelinePlus Software: Attorneys benefited from our proprietary PipelinePlus BD tracking software tool, streamlining and optimizing their BD objectives. The platform facilitated accountability, structured processes, and enhanced internal cross-selling collaboration.



PipelinePlus coaching is well-received by our lawyers, and the software provides us with visibility into client activity and collaborations across various groups within the firm.

Miller Nash Marketing and Business Development Manager



Coaching Program Key Takeaways

Internal Feedback as Success Metric: Success is primarily measured through internal feedback, with participants consistently highlighting the significant positive impact of PipelinePlus Coaching programs.

Informed, Strategic, Supportive Coaching: Participants appreciate PipelinePlus's coaching style as informed, strategic, and supportive, aligning well with individual goals and styles.

Actionable, Sustainable ROI: Miller Nash lawyers implemented the BD principles learned through PipelinePlus coaching to positive effect. Many of the partners who participated in longer-term Momentum coaching engagements saw continual increases in their books of business.

Culture of Learning: The success of PipelinePlus Business Development Coaching programs at Miller Nash further bolstered its firmwide BD-centric culture, emphasizing the importance of a growth mindset.

Culture of Teamwork: Cohort participants are united by this program and come to trust each other and lean on each other for assistance with both setting and achieving their business development and professional development goals.

Continuous Engagement: Miller Nash plans to continue partnering with PipelinePlus for ongoing BD coaching initiatives in the coming years.

Let us design a comprehensive BD coaching program based on your revenue goals, current efforts, and available resources.

Learn more
pipelineplus.com/coaching

Start the conversation
info@pipelineplus.com

