

The Earley Examiner

A Letter from Massachusetts Personal Injury Attorney Chris Earley

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“Organize around business functions, not people. Build systems within each business function. Let systems run the business and people run the systems. People come and go but the systems remain constant.” – Michael E. Gerber

Any business must run on systems in order to be efficient. A law practice is no different. The moment I realized just how crucial systems truly are is when I was able to effectively scale my practice. Systems freed me from having to do all the work myself. Here are some things to consider as you build out your systems, or expand upon the ones you already have in place.

Why create systems? Systems bring many benefits such as increased focus and efficiency for your office. Additionally, they reduce the chances of committing errors or missing important deadlines. Systems also allow you to effectively delegate work, because the person you delegate to will know just how to do the work the right way every time by following the written system in place. This in turn gives you the ability and the freedom to focus on other things.

Creating the systems. This does take a lot of work, but it is very manageable. An easy way to create systems is to delegate the work to your staff. Have your staff write down how they do given tasks at your office. This knowledge must be in writing because when that cracker jack receptionist or stand-out attorney leaves (they will), then all that knowledge on how they do their job walks out the door with them. That is why you must have your staff write down the steps on how they do everything and anything in the office.

That way, when a new team member is hired, he will be onboarded relatively easily because of the systems that have already been created and broken down by way of manuals and checklists. This system of creating systems never truly stops and is an ongoing exercise. If you don't have any staff, simply take 5 minutes each week to write out one system. At my office we primarily utilize checklists. Checklists though cannot be too long or else steps can get ignored and missed.

Identify what should be systematized. I believe there should be a documented procedure on how *everything* gets done at your office. At my office we have a written process on how mail should be opened and sorted, how to greet a client who walks into the office, and how to prepare a client for a deposition, etc. These are just few of the tens of systems we follow at my firm. If something is performed repeatedly, then it needs to be reduced to a written process.

Testing and reinforcing systems knowledge. At my firm each new team member receives a manual specific to his position. That way, they can reference it when needed. We also have new team members take an online assessment to show they know their manual and how to perform the things they are expected to perform. We use a platform called Trainual for this, and there are other products just like it that serve the same purpose.

Thank You for Your Personal Injury Referrals!

Your trust in us to handle your personal injury referral is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass over 500 Google reviews.

Let's Connect

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at cearley@chrisearley.com so we can talk and help one another!

Check Out My Most Recent ABA Article Attached

This month's topic is all about following-up with potential clients that reach out to you and who are not yet ready to move forward.

Quote of the Month

“Learn as if you will live forever, live like you will die tomorrow.”

— Mahatma Gandhi