

12th MANAGING PARTNERS FORUM

22 & 23 February 2019

INTERCONTINENTAL SANCTUARY COVE RESORT | QLD

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SUPPORTING ORGANISATION



CONFERENCE PROGRAMME - DAY ONE

10:30 - 11:00 | Registration

11:00 - 11:15 | Opening Remarks from the Chair | **WILLIAM FAZIO** | Director | **FAZIO ADVISORY**

11:15 - 12:00 | **SESSION 1: AUSTRALIA AND OUR PLACE IN THE WORLD**

So many Australians have lost faith in public institutions and in our squabbling politicians. We have reasons to complain, but it was ever thus, and we should count ourselves lucky when we consider the Brexit debacle, the Trump disruption or the rise of nativism across Europe. Having said all this, Australia needs to address several serious public-policy challenges, so that we are in a decent position to weather the next external shock.

TOM SWITZER | Executive Director | **THE CENTRE FOR INDEPENDENT STUDIES**

12:00- 12:45 | **SESSION 2: TECHNOLOGY : NOT BACK .. BUT FORWARD TO THE FUTURE**

In this session, Tom will discuss how technology should be embraced, not feared. The best law firms of the future will augment people power with tech power if they hope to attract the best clients and top-tier younger lawyers. From harnessing big data to designing tech-based legal solutions, today's cutting-edge lawyers are on the brink of redefining both the business and practice of law.

THOMAS DAEMEN | Director - Corporate, External and Legal Affairs

MICROSOFT AUSTRALIA / NZ

12:45 -13:30 | Luncheon Break

13:30 - 14:00 | **SESSION 3: THE FUTURE OF LEGAL SERVICE: THERE IS A BETTER WAY**

- The imperative for change in the way legal services are delivered
- The optimal model for the law firm of the future
- How the future law firm model can be better for everyone

RALPH BAXTER | Board Member | **intapp**

Former CEO| **ORRICK LLP**

Advisory Board Member | **HARVARD LAW SCHOOL & STANFORD LAW SCHOOL**

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CONFERENCE PROGRAMME - DAY ONE

14:00- 14:45 | **SESSION 4: PLAYING TO STRENGTHS AND PLAYING TO WIN IN THE 2020s**

In this interactive session, Joel and Ray take a look at the strategic capabilities needed by law firms to ensure future success, and how this has evolved with the diversification of legal services, the increasing role of technology and client demands in the more-for-less era.

JOEL BAROLSKY | Founder & Managing Director | **BAROLSKY ADVISORS**

RAY D'CRUZ | CEO | **PERFORMANCE LEADER**

14:45 - 15:15 | **Afternoon Tea & Networking Break**

15:15 - 17:15 | **SESSION 5 : EMPOWERING YOUR PEOPLE THROUGH HUMAN CENTRED DESIGN [HANDS-ON SESSION]**

The session will take you from zero knowledge of Human Centred Design to feeling empowered on how to use a human-centred approach in your daily work. John will go beyond just an introduction and will include a short exercise around designing with empathy for others. No preparation required.

JOHN RAVITCH | Partner | **IDEO** & Human Centred Designer | **ANZ BANK**

17:15 - 18:15 | **Free time**

18:30 - 19:30 | **Networking Drinks**

19:30 - 22:00 | **Dinner & End Of Day One**

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CONFERENCE PROGRAMME - DAY TWO

09:00- 10:30 | **SESSION 1: FIRM STABILITY AND SUSTAINABILITY - THE ROLE OF GOVERNANCE, CULTURE AND ETHICS - PANEL DISCUSSION**

- Royal Commission implications
- Impact on firm culture and ethics
- Role of trust, relationships and governance
- Governance deep dive
- Leadership issues
- Developing leaders

CRAIG ROGERS | Managing Partner - Projects & Real Estate

KING & WOOD MALLESONS

MICHELLE DIXON | CEO & Partner | **MADDOCKS**

TONY MACVEAN | Managing Partner | **HALL & WILCOX**

FIONA CROSBIE | Chairman | **ALLENS**

Moderator: **JOEL BAROLSKY** | Founder & Managing Director | **BAROLSKY ADVISORS**

10:30 - 11:15 | **SESSION 2 : THE QUIET REVOLUTION**

THE INCREASING PROFESSIONALISM OF IN-HOUSE LEGAL PROFESSION AND WHY LAW FIRM MANAGERS SHOULD CARE.

We have long appreciated that different capabilities are required to be successful as an in-house lawyer than those required to succeed in a law firm but the divergence between the in-house and ‘out-house’ professions is growing. Partly this is because the rate of change within large organisations is placing enormous pressure on in-house teams to adapt. Increasingly, General Counsel are expected to lead transformational change and the best of them are embracing this opportunity. Traditional law firms risk losing relevance to their clients if they can’t show up to help GCs solve for this adaptive challenge. Drawing on observations, analysis and case studies from his consulting practice with in-house legal teams of Australia’s largest companies Anthony will reveal not only the new challenges facing GCs but also the opportunities for law firms who can genuinely help them meet these challenges.

ANTHONY KEARNS | Head of BD & Client Experience, Corporate |

HERBERT SMITH FREEHILLS

11:15 - 11:30 | **TECHTALK : INCREASING THE VALUE OF YOUR LEGAL PRACTICE**

JOHN-HENRY EVERSGERD | Senior Managing Director, Valuation Advisory

FTI CONSULTING

10:45 - 11:15 | **Morning Tea & Networking Break**

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CONFERENCE PROGRAMME - DAY TWO

11:15 - 11:45 | **SESSION 3 : KNOWING THE ENEMY: CYBERSECURITY**

Join Scott as he discusses the mistakes attackers want you to make in managing your IT networks and systems, and how each of these can lead to an undetected breach or the size and scale of a breach being incorrectly recognised.

Using case studies and real-world examples he will discuss how the attackers will leverage common IT security business behaviour to ensure they can achieve their objectives, and the new hacking trends that are being predicted for 2019.

SCOTT DEACON | Senior Director | **MANDIANT CONSULTING ANZ AT FIREEYE**

11:45 - 12:30 | **SESSION 4 : WORK, WORKERS, WORKPLACE: SHIFTING TIDES**

This session will discuss the multiple and intersecting megatrends influencing the future of work, workers and the workplace. A strong emphasis will be on the practical implications for leading differently and creating an irresistible employee experience.

JULIET BOURKE | Partner - Human Capital | **DELOITTE**

12:30 - 13:00 | **SESSION 5 : THRESHOLD - THE EVOLUTION OF THE LEGAL WORKPLACE**

While the legal sector typically 'races to be second' when it comes to new trends and initiatives, we've recently seen more firms seeking to innovate with the tools they use, and to test how nimble they can be in this fast-changing world.

After recently publishing Threshold: 21 Influences on the Legal Workplace, Simon will explore a number of the key factors which will influence the legal workplace of the future, with particular focus on innovation and the opportunities that lie ahead for the legal industry.

SIMON POLE | Global Design Director | **UNISPACE**

13:00 - 13:45 | **Luncheon**

13:45 - 14:30 | **SESSION 6: PRICING LEGAL SERVICES: THE NEXT WAVE**

In this session John Chisholm examines new and innovative pricing strategies for law firms and the growing importance of pricing psychology.

John posits that lawyers need to better understand, capture and confidently communicate the value they create, and price such value in a way that aligns not only with the value created, but also with their client's expectations and their own firm's brand. Firms do this by adopting a range of pricing strategies, together with a clear understanding of the psychological aspects of pricing and purchasing decisions.

JOHN CHISHOLM | Managing Director | **CHISHOLM CONSULTING** & Director **INNOVIM GROUP**

14.30 | **End of Day Two - Close Of Conference**

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SPEAKER BIOGRAPHIES



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SPEAKER BIOGRAPHIES - DAY ONE

CHAIRPERSON



WILLIAM FAZIO
DIRECTOR
FAZIO ADVISORY

Bill consults as Fazio Advisory after a long career as a corporate/commercial lawyer, an investment banker and many years as a Managing Partner. He has worked in single office, national and international firms, managing both growth and contraction.

Bill is a passionate believer in improving the way lawyers and law firms work, both internally and externally, through changing old behaviours and embracing technology.

He is based in Melbourne, Australia.

SESSION 1: AUSTRALIA AND OUR PLACE IN THE WORLD



TOM SWITZER
EXECUTIVE DIRECTOR
**THE CENTRE FOR
INDEPENDENT STUDIES**

Tom Switzer is executive director of the Centre for Independent Studies, a Sydney-based public policy research organisation.

He is also a presenter on ABC's Radio National and a columnist with the Sydney Morning Herald.

He has written for the Wall Street Journal, New York Times and The Spectator in the U.K.

SPEAKER BIOGRAPHIES - DAY ONE

SESSION 2: TECHNOLOGY: NOT BACK....BUT FORWARD TO THE FUTURE



THOMAS DAEMEN
DIRECTOR - CORPORATE,
EXTERNAL AND LEGAL
AFFAIRS
**MICROSOFT AUSTRALIA /
NZ**

Tom Daemen is a Director in Microsoft's Corporate, External and Legal Affairs group. He currently leads the legal and government affairs teams in Australia and New Zealand, and previously held numerous other positions with Microsoft around the world. For example, he worked in Brussels and helped the company navigate the European Union's legal and political maze, and led the global legal team responsible for Skype and Office. He is a frequent speaker on a range of digital issues, including privacy, security and artificial intelligence. With legal degrees from Europe and the United States, Mr. Daemen is both an English Solicitor and a U.S. qualified lawyer.

SESSION 3: THE FUTURE OF LEGAL SERVICE: THERE IS A BETTER WAY



RALPH BAXTER
Board Member **INTAPP**
Former CEO | **ORRICK LLP** |
Advisory Board Member |
**HARVARD LAW SCHOOL &
STANFORD LAW SCHOOL**

After leading Orrick for a quarter century, Ralph Baxter turned his attention to a diverse set of activities, across the spectrum of the evolving legal profession. He aims to be a catalyst for progress in the way legal service is delivered.

He collaborates with law firms, legal technology companies, and corporate law departments on their strategies and execution. He is an active writer and speaker, about the imperatives for change, the specific changes that are under way, and how the participants can make change happen. He also participates actively with organizations that study and promote innovation in the legal profession. A partial list of Mr. Baxter's current activities:

He is a Senior Advisor and member of the Advisory Board of the Stanford Law School Center on the Legal Profession.

He is a Fellow and Senior Advisor to CodeX, the Stanford University Center for Law and Informatics.

He is a member of the Advisory Board of the Harvard Law School Center on the Legal Profession.

He is a member of the Board of Directors of Intapp.

He is a member of the Legal Advisory Board of Legal Zoom.

He serves as a private advisor to a select set of law firms.

He serves on several public interest boards in West Virginia.

From 1990 to 2013, Mr. Baxter served as Chairman and CEO of Orrick, leading Orrick's progress from a domestic firm with California origins to become one of the world's leading global firms. He launched numerous transformative initiatives during his tenure, including the creation of Orrick's Global Operations Center in Wheeling, West Virginia, and changes in the firm's talent and pricing models.

Mr. Baxter received his BA from Stanford University; his MA in Education from the Catholic University of America; and his JD from the University of Virginia.

Before his career in law Mr. Baxter taught the sixth grade at the Scott Montgomery Elementary School in Washington, D.C.

SPEAKER BIOGRAPHIES - DAY ONE

SESSION 4: PLAYING TO STRENGTHS AND PLAYING TO WIN IN THE 2020S



JOEL BAROLSKY
FOUNDER & MANAGING
DIRECTOR
BAROLSKY ADVISORS

Joel is the MD and Founder of Barolsky Advisors, a leading management consulting firm with a deep understanding of the culture and complexities of law firms. Barolsky Advisors focus is on strategy and strategy implementation.

Joel is a Senior Fellow of the University of Melbourne and a former Principal of Beaton Research & Consulting. He is on the Advisory Board of the College of Law's Centre for Legal Innovation and creator of the PRICE HIGH OR LOW iPhone app.

He is a recognised thought leader evidenced by regular conference keynotes, press mentions and the global reach of his blog, Relationship Capital.

Joel has advised over 100 of Australia and Asia's leading professional service organisations. Around 70% of his clients are repeat clients or come directly from referrals from existing clients.

Feel free to contact Joel on 0417 305 880 or joel.barolsky@barolskyadvisors.com. For further info go to:
www.barolskyadvisors.com
www.pricehighorlow.com
www.relationshipcapital.com.au



RAY D'CRUZ
CEO
PERFORMANCE LEADER

Ray D'Cruz is the Co-Founder and CEO of Performance Leader, a company that implements bespoke partner and staff performance management systems for professional firms.

Over 15 years Ray has consulted to law firms and legal departments across Australia, Europe, Asia and the US on strategic HR issues including partner performance.

Ray is a former lawyer and head of learning.

SPEAKER BIOGRAPHIES - DAY ONE

SESSION 5: FUTURE FIRM STABILITY: PANEL DISCUSSION



CRAIG ROGERS | MANAGING PARTNER - PROJECTS & REAL ESTATE | **KING & WOOD MALLESONS**

Craig Rogers is the Australian Managing Partner, Projects and Real Estate and the Partner in Charge of KWM's Brisbane office. Craig also leads the firm's Projects, Infrastructure, Energy and Resources sector team. In these leadership roles he is responsible for strategy development and implementation as well as business planning and operations.

As a practitioner Craig specialises in the development of energy and resources projects, project financing, joint ventures and the acquisition and disposal of energy, resources and infrastructure assets. He has worked extensively across the spectrum of the commodities markets (physical and financial), including natural gas and LNG, oil and oil products, coal and power.

Craig is qualified in a number of Australian jurisdictions and in England and Wales and his practice covers both cross-border and domestic projects.



MICHELLE DIXON | CEO & PARTNER | **MADDOCKS**

Michelle was appointed as CEO following 18 years at the firm, including 13 years as a partner and a period as leader of the firm's Dispute Resolution & Litigation team. She works with the Board and partnership to set and deliver the strategic direction for the firm. Under Michelle's leadership, Maddocks has continued to grow and lead the way on issues such as gender equality and diversity. During her time as CEO, Maddocks has been recognised as an Employer of Choice for Gender Equality by the Workplace Gender Equity Agency. Michelle was named one of the Australian Financial Review's 100 Women of Influence in 2015. In 2016, Michelle was awarded the Victorian Award for Excellence in Women's Leadership.

Michelle is a strong advocate for the progression of women into leadership. She is an ambassador for the Workplace Gender Equity Agency's (WGEA) 'In Your Hands' initiative for pay equity.

As a litigation partner, Michelle has worked in a wide range of disputes with a particular focus on corporations matters, competition claims and trusts disputes. She has also acted in a number of disputes involving administrative and constitutional law issues.

SPEAKER BIOGRAPHIES - DAY ONE

SESSION 5: FUTURE FIRM STABILITY: PANEL DISCUSSION



TONY MACVEAN | MANAGING PARTNER | **HALL & WILCOX**

Tony has been the Hall & Wilcox Managing Partner since 2007. He is well recognised in the legal sector and has led the firm through a period of substantial growth and success. Tony won Managing Partner of the Year at the Australian Law Awards in 2017 and 2015 (and was a finalist in 2014 and 2016). He was also a finalist for Law Firm Leader at the Australasian Law Awards in 2017. Tony won the Law Institute of Victoria Managing Partner of the Year Award in 2009.

Tony, as Managing Partner of Hall & Wilcox, is responsible for driving the firm's strategy, leading the firm's partners and staff, managing the firm's relationships with its key clients and representing the firm publicly.

Tony is passionate about the firm, its clients and its people. During Tony's tenure as Managing Partner, the firm has experienced considerable growth and success, including winning numerous awards and attracting a number of high-profile clients and lateral partners. Tony practices as a corporate lawyer and has represented clients on many substantial merger and acquisition, capital raising and corporate transactions. He has also advised on the establishment and operation of numerous managed investment schemes and other collective investment vehicles.



FIONA CROSBIE | CHAIRMAN | **ALLENS**

Fiona is Chairman of Allens.

Fiona advises clients in complex merger clearances, cartel and other competition and consumer law investigations, litigation and access matters. Fiona is frequently relied on by companies to formulate regulatory strategies where the ACCC and other regulators are key stakeholders.

She has been involved in many of the largest and most complex merger clearances in Australia, including working with international counsel and economists on global mergers. Fiona has acted in high-profile competition cases, including proceedings that established the application of legal professional privilege to investigations brought by the competition regulator and seminal cartel and misuse of market power prosecutions.

Fiona is the immediate past Chair of the Competition and Consumer Committee of the Law Council of Australia and is an active speaker on regulatory and competition issues. Fiona is recognised as a leading competition practitioner in Chambers Asia-Pacific, The Asia-Pacific Legal 500, Best Lawyers and Global Competition Review. Global Competition Review named Fiona in its most recent list of leading women in antitrust worldwide.

SPEAKER BIOGRAPHIES - DAY ONE

SESSION 6: DESIGN THINKING : NEW IDEAS FOR OLD WAYS



JOHN RAVITCH

PARTNER

IDEO & HUMAN CENTRED
DESIGNER | **ANZ BANK**

Over the past 15 years, John has been a founding partner IDEO, most recently within the Design for Change studio - focused on helping leaders transform their organizations' cultures and businesses in pursuit of innovation, adaptability and positive impact. His skill is in bringing design thinking into client organizations to make their products, services, and organizational cultures more future-fit. Currently, he is at ANZ Bank in Melbourne, Australia building their customer-centered capability to support a range of strategic objectives around digital transformation.

An architect by training, John first joined IDEO to explore his curiosity on the future of the workplace and how design can affect and support positive behavioral change. He recently keynoted on the importance of creative competitiveness and designing for movements over mandates. His work has included helping a major bank become more purpose-led, rethinking the future of the luxury car buying experience, creating client-focused learning labs for a leading global consultancy and new service experiences in consumer retail channels. At IDEO, John has built over 15 years of deep brand experience in multiple countries and cultural contexts, working with clients as diverse as Netflix, NAB, Ford, Deloitte, Comcast, and Diageo.

He began his design career working for global design architects Skidmore, Owings & Merrill in their Chicago headquarters. Educated at Tufts University, John also received a Master of Architecture from the University of Pennsylvania.

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SPEAKER BIOGRAPHIES - DAY TWO

SESSION 2: THE QUIET REVOLUTION



ANTHONY KEARNS
HEAD OF BD & CLIENT
EXPERIENCE, CORPORATE
HERBERT SMITH FREEHILLS

Anthony Kearns is both the Global Head of Business Development and Client Experience, Corporate and the Managing Consultant, Performance and Leadership at Herbert Smith Freehills. In this latter role he works with General Counsel and Chief Legal Operations Officers of HSF's strategic clients to help them deliver the "more" side of the "more for less" dilemma. He does this by engaging the whole system to identify and design ways to enhance the performance and value of in-house legal teams. He also works with GCs and their leadership teams to build capability in leading adaptive change. Anthony has been a successful lawyer the Chief Operating Officer of an international engineering firm and a risk management consultant with professional services firms. He is a sought after speaker and lecturer and is a regular visiting lecturer at Harvard Law School where he has also consulted in the development of innovative programs. He is a graduate of the Hasso Plattner School of Design at Stanford University, has a Masters in Applied Positive Psychology from the University of Melbourne and is an experienced executive coach and mindfulness teacher.

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SPEAKER BIOGRAPHIES - DAY TWO

SESSION 3: KNOWING THE ENEMY: CYBERSECURITY



SCOTT DEACON
SENIOR DIRECTOR
MANDIANT CONSULTING
ANZ AT FIREEYE

Scott Deacon has over 20 years of experience in the information technology industry, much of that specialised in Cybersecurity. In his current role as the Senior Director for Mandiant Consulting at FireEye, he leads a team of Cybersecurity professionals across Australia and New Zealand that enable organisations to better protect and respond to Cybersecurity threats.

Scott has also worked for some of the world's largest technology companies such as Microsoft, GE and BlackBerry, holding Cybersecurity positions in the United States and Australia.

Scott holds both tertiary and security industry qualifications, including a master's degree in Management Information Systems (MIS), electronics trade qualifications and has been a Certified Internet Systems Professional (CISSP) since 2003. He is also a graduate of the Australian Federal Police Management of Serious Crime (MOSC) program focused on cybercrime.

SESSION 4: WORK, WORKERS, WORKPLACE: SHIFTING TIDES



JULIET BOURKE
PARTNER - HUMAN CAPITAL
DELOITTE

Juliet Bourke is a Consulting partner in Human Capital, leading the Diversity and Inclusion practice and co-leading the Leadership practice.

Juliet has over 25 years' experience in human capital, management and law and has deep expertise in culture change, diversity and inclusion and leadership. She has worked with global executives around the world to improve workplace performance, focussing on both individual as well as organisational change.

Juliet has been listed in the Who's Who of Australian Women since 2007, is a TEDx speaker and is the author of numerous publications including "Which two heads are better than one?" (2016, AICD) and It's (almost) all about me: Workplace 2030. She is a member of numerous advisory boards including Harvard's Women's Leadership Board, Navy's Diversity Council and UNSW Business School's HRM Advisory Board. She is a PhD candidate at Brunel University London and holds a BA (Psychology), LLB, LLM (Hons).

SPEAKER BIOGRAPHIES - DAY TWO

SESSION 5: IDEAS ON SPACE, WORKFLOW AND PEOPLE



SIMON POLE
GLOBAL DESIGN DIRECTOR
UNISPACE

With 20 years' experience leading exceptional and complex projects throughout Europe, the Middle East, Asia and Australia, Simon's ideas enhance workplace performance and change the way businesses do business. He is a global leader in agile workstyles across multiple industry sectors, delivering ground-breaking concepts and award-winning environments for his clients.

SESSION 6: PRICING LEGAL SERVICES: THE NEXT WAVE



JOHN CHISHOLM
MANAGING DIRECTOR
CHISHOLM CONSULTING &
DIRECTOR **INNOVIM GROUP**

A 3rd generation recovering lawyer, for over a decade now John has been urging lawyers to not only stop billing their services by time but also to burn their time-sheets. He works with lawyers & other professionals assisting them with both a mindset change, and the practical implementation of moving towards value based pricing principles to become Firms of the Future instead of firms of the past.

John is a Senior Fellow of the VeraSage Institute, an international think tank of thought leaders and innovators for professional firms, Adjunct Professor at La Trobe Law School and Fellow of the College of Legal Practice Management. He has written numerous articles, papers and blogs on value based pricing and has presented and spoken to thousands of professionals on the topic.

In 2018 John co-founded The Innovim Group with Liz Harris and David Wells to assist professionals with their practice and pricing transformation.

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