

FOPP

The future of your firm is probably on staff right now.

You know who they are: Rising stars. Bright. Hard-working. Eager to please. But how do you keep them on staff? How do you delight them? By giving them what they crave: Professional development. Challenging assignments. The opportunity to make a meaningful contribution to the future of the firm. Recognition. Only one program provides it all.

Fundamentals of Professional Practice (FOPP)

More than 2,000 rising stars have already been through John Bachner's Fundamentals of Professional Practice program — FOPP. Today, many of them are CEOs of the same firm that enrolled them 10 or 15 years ago.

FOPP is absolutely different from every other program "out there." John designed it specifically for rising stars. Enrollment means recognition; acknowledgment that the firm considers you one of its best.

Part One comprises six months of distance learning. Participants read John's book — *Practice Management for Design and Environmental Professionals* — and perform a real-world, business-focused research assignment designed to contribute to your firm's success. Participants and the mentors they choose can select from 90 established research topics or develop one of their own.

John plays the role of a curmudgeonly Mr. Hyde-like client representative who's fair, but intolerant of failure to follow instructions, slipshod deliverables, unexcused lateness, and — in particular — poor writing. Long known as one of the most knowledgeable loss-prevention gurus there is, John understands that the best evidence is almost always what's in writing. If it isn't unambiguous and easily understood, opposing attorneys can make life difficult.

John critiques everything each FOPP participant writes. The research-project proposal. The draft research report. The final report. Every cover letter. Every e-mail. A Harvard English major who started his own firm at age 26, he's had more than 2,500 articles published; more than 250 books. And he always makes himself available to FOPP participants in Dr. Jekyll mode, for those who want guidance without the role play.

FOPP Part Two is a 2½-day seminar facilitated, typically, by senior professionals who volunteer their time. There, participants meet one another, only to realize they are the future not only of their firms, but of their professions. They engage in public speaking, loss-prevention analysis, dispute resolution, and identifying the challenges that confront them and their peers moving forward. They learn about real liability losses from the professionals who went through them. They receive top-tier guidance for active listening. They are given powerful examples of the impact of community service. Read what participants had to say about FOPP at www.foppprogram.com. You can see what their CEOs had to say, too, and gain more understanding of what's involved.

It costs nothing to reserve a space or two to guarantee your rising stars will be able to attend. The course begins in late August and concludes at the seminar, in mid-March. Reserve your space at foppprogram.com/reserve-space.html.

There's nothing else like FOPP.