

Treat Learning as an Asset

Continuing legal education is not merely a check-the-box requirement. Continuous learning enables lawyers to provide innovative solutions and deliver superior outcomes to clients.

BY THERESA ELLIOTT

In today's rapidly changing world, staying current is crucial for business success. This is especially true in the legal profession, in which knowledge and skills are constantly evolving around the law, technology, financial obligations, health care, and many other topics.

Continuing legal education, often seen as a mandatory requirement, should be viewed as an asset that brings numerous benefits to both firms and clients.

By changing perspectives about being required to continuously take education, law firms and legal departments can demonstrate their commitment to excellence, enhance their capabilities, and provide clients with the confidence that lawyers can manage clients' legal needs effectively.

Four value propositions support the concept that learning should be treated as an asset:

- Customer well-being,
- Professional success,
- Peer recognition as a subject-matter expert, and
- Personal pride for a job well done.

Let's explore how learning connects to customer well-being.

Customer Well-being

I get a boost of confidence when I walk into my physician's office, my financial advisor's office, or my lawyer's office and see their degrees and certificates for continued education. These proofs of education tell me four things, especially about lawyers.

Demonstrating a commitment to excellence. Continuing education showcases a professional's dedication to maintaining high standards and staying at the forefront of industry advancements. By embracing for themselves and encouraging their employees to pursue ongoing education, lawyers send

a powerful message to clients that they are committed to providing quality services. Clients are more likely to trust and engage with firms that prioritize professional development and invest in their own growth and that of employees.

Keeping up with changes in the law, processes, and procedures. All industries are constantly evolving. There are constant changes in laws and how laws are interpreted and administered. Technologies, policies, and procedures are all part of this constantly changing world. Ongoing education ensures that lawyers and their staff members are equipped with the latest knowledge and skills required to navigate these changes effectively. Clients should have confidence that an attorney and the firm's employees are well versed in current best practices, enabling



Theresa Elliott is the director of professional development at the State Bar of Wisconsin. She previously worked with continuing education programs for architects, engineers, insurance agents, and lawyers. Throughout the year, she will share tips and techniques on how attorneys, paralegals, and judges can turn the chore of fulfilling CLE requirements into a business strategy. Access the digital article at www.wisbar.org/wl.
telliott@wisbar.org



LEARNING TO LEARN

them to provide accurate and efficient solutions to clients' personal and business challenges.

Enhancing client confidence. Clients seek assurances that the firms they engage with can deliver quality results. Ongoing education provides attorneys and their employees with the

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opportunity to expand their expertise, refine their skills, and stay updated on industry trends that are meaningful to their clients. This continuous learning process instills confidence in clients because they know that the firm's professionals are equipped with the necessary knowledge to proactively address their specific needs and deliver optimal outcomes.

Quality education, quality results. Investing in quality ongoing education directly translates into quality results for clients. Lawyers and their employees who engage in continuous learning are more likely to possess a deep understanding of their chosen practice areas and overall

understanding of changes happening in related practice areas. Continuous learning enables them to provide innovative solutions and deliver superior outcomes. Clients benefit from the expertise and insights gained through ongoing education, leading to increased satisfaction and long-term partnerships.

Continuing Education is an Asset

By viewing continuing education as an asset rather than a burden, lawyers and firms can demonstrate their commitment to excellence, stay current with laws, processes, and procedures, and enhance client confidence.

Embracing continuing education as an asset benefits lawyers and law firms and strengthens the relationship between firms and clients, fostering trust and long-term success. **WL**

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