

WEEK SIX



Welcome to week six of our Collaborative Practice Program

You have made it to week 6 and the FINAL WEEK of our program! I can say now I will miss our Friday morning catch ups- I have so enjoyed the chance to work with you all these past few weeks and will be looking forward to seeing where Collaborative Practice takes you over the years to come.

Now we have one last week of fun and this week I have a special activity with a super special prize for the brave ones in this group!

This past 5 weeks you have learned a lot about Collaborative practice- the process itself and perhaps more importantly the skills you will need to build to work in this sort of model. Hopefully you now have a clearer understanding of how Collaborative Practice might work for your clients. From here you will have the chance to head off and find those collaborative clients, and the goal this week is to help you to build some of the tools you will need to make that a real possibility!

Collaborative practice or collaborative divorce are phrases that are still largely unknown in the legal industry, let alone in the broader community at large. As we discussed in our first week, social stereotypes that sit around divorce and separation here in Australia are largely negative. The idea of having a peaceful, calm and dignified divorce is not something we hear in the media often, and it is usually expected that at the end of a significant relationship, families will participate in conflict fuelled by frustration, anger, mistrust and other negative emotions.

In practice however, many families resolve the legal issues that arise upon the breakdown of a relationship without any significant intervention or assistance. Those families are the ones that you will probably never meet in your work. In addition, there are many families that would benefit from the support that a collaborative process can provide, that either are unaware that such a process exists or are encouraged to act and operate in a way that contradicts the ethos of this process and therefore find themselves in more adversarial models early in their separation.

When it comes to building and growing a collaborative practice, you will have to give thought to how you can educate your clients, your local community, your referring partners and other professionals on this model. There is a lot of opportunity in this space to think about how you can both educate and attract families that might be

appropriate for the collaborative process, if you focus on the client experience of divorce and separation.

Think about who your clients might be talking with, for example: medical professionals, other professional advisors, friends, family, schools, religious institutions, and other supports in their lives. If you are able to connect with those supports and provide information and education to them, the awareness of processes such as collaborative practice will start to increase in the community at large.

In your local community, who might be some professional organisations, contacts, or groups that you could engage with to assist in educating your potential client market on this process? What tools and resources could you build to assist in this process of education?

Having content at the ready both to educate and assist can make all the difference when it comes to kickstarting your collaborative practice. You can access lots of resources on the various websites of the State Collaborative organisations and also in the International Academy of Collaborative Professionals website. But sometimes the best thing you can do is set aside some time to build your own!! So knowing none of you have any free time, I decided to make your homework this week super practical to force you into action!

And so your homework this week.... It's time to build a brochure!!!

Yes that's right! We are getting creative!

(I just heard the groans all the way from Sydney! But trust me, next time you are meeting with a potential collaborative client, you will thank me for this week's homework!)

Your task, if you are brave, is to build the bones of a brochure you can have ready to go for potential collaborative clients or your might choose to build a tool for referrers. AND for the lawyers in the group, if you are super brave you could have a go at building two - one for your clients and one that you can use to give to your client's former partner to get them into the process.

Now you don't need to build the creative (you can if you want to but you don't need to!) **just the words and the structure** that you would use either on your website or in a printable PDF that you can give to/ email to your client's from here.

Now this is never an easy task but I have a framework for you to follow and just to give you an extra incentive to have a go, I have a super-duper prize for you!

First prize - for the winning brochure idea, I will have my amazing graphic designer, Sarah Follent turn your concept into a fully operational branding piece that is all ready for you to use next week in your firm! Lauren is the designer behind these beautiful workbooks you have been receiving each week so that should give you a little incentive to jump in and have a go this week!



Your Brochure Framework

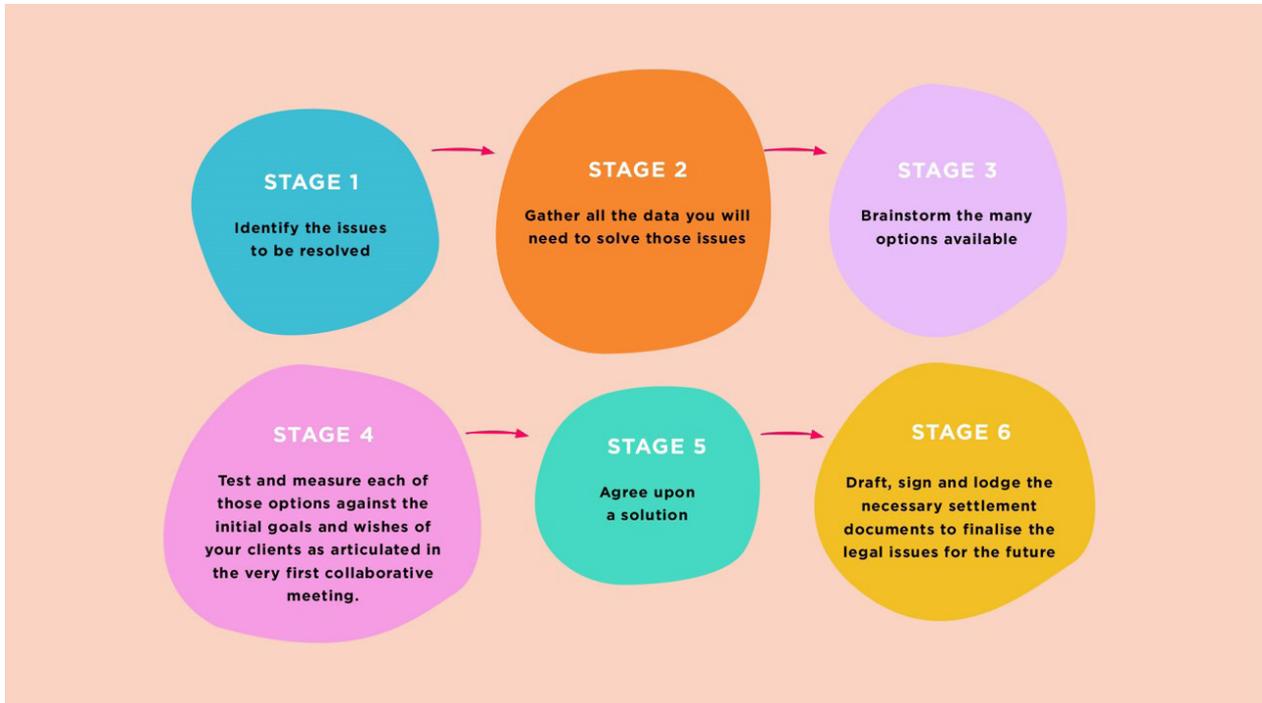
When it comes to building any brochure or marketing piece, I encourage you to start with getting clear about who it is for- the language, messaging and content should all be about that one person! So before we put together the wording of your brochure, answer the questions below..

Who is this brochure for?

What is the purpose of this brochure?

What is the next step I want the reader to take after reading this brochure?

A simple brochure structure takes the reader on a bit of a journey from where they are now to where they want to be- for us that means from where they are early in their separation to that place where all their legal issues are done and dusted. I often set this out visually showing the steps it will take to go from 'now to then'. This slide we used in our webinar last week is an example of this sort of visual design...



So imagine you were setting out the Collaborative Process for the reader of your brochure, what are the key steps that would matter to them? Think big picture rather than the minutiae and remember this is a brochure designed to give them an overview of how the process works, not every single detail of what can happen along the way!

And what else?

For the balance of the content in your brochure, do a bit of a braindump of what else the reader might want to know. If you have had the chance to speak with potential clients or referrers about collaborative practice, think about the questions you have been asked- they will be a great source of content for your brochure!

Here are a few ideas of other ideas to help you along!

1. **What is Collaborative Practice?**
2. **Is Collaborative Practice right for me?**
3. **How does Collaborative Practice work?**
4. **How long will it take?**
5. **How we/I can help you?**

And what else? Are there other pieces of information that you might want to include?

And the next step!

This will be the final part of your brochure and should be one simple step that you would like the reader to take after having read your brochure. It might be a link to book a call or send an email or ask more questions.

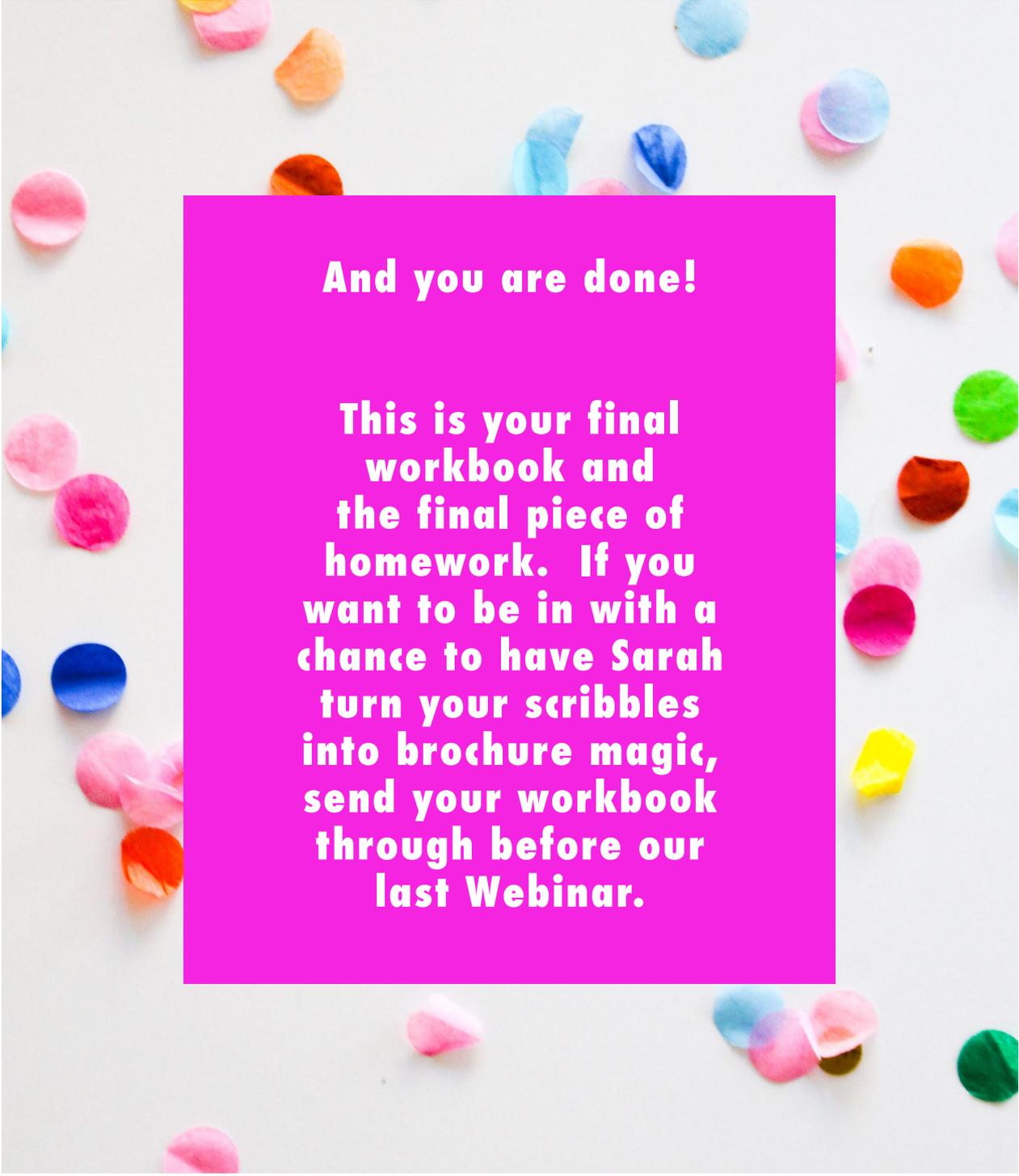
The next step I would like my reader to take is...

Let's get creative!

All the information you have above is the bones of your brochure. Now it is time to get creative and get to editing! Imagine you are designing an A4 brochure, grab those coloured pencils and have a go. Use the content and headings you set out above to build out your brochure.

And my final tip.... Less is more! Where you can, have a think about whether a drawing or diagram could say a thousand words!

**My Collaborative Practice
Brochure will look like this....**



And you are done!

This is your final workbook and the final piece of homework. If you want to be in with a chance to have Sarah turn your scribbles into brochure magic, send your workbook through before our last Webinar.

Thank You!