

Jay Shepherd



Writer

Speaker

Educator

Recovering Lawyer

Speaking

So maybe you've been enjoying Jay Shepherd's writing, whether in *Firing at Will* or over at his workplace blog [Gruntled Employees](#), his professional-service blog [The Client Revolution](#), or his recent popular column at [Above the Law](#). That's cool. And now maybe you're thinking, I wish Jay could come talk to our organization and tell us about things we need to hear about. Turns out that's totally possible.

Have Jay speak at your next conference, seminar, or firm retreat. Jay's presentations are in demand nationally and internationally. (Warning: he's not for everyone. Fans of the status quo better cover their ears.) Send an email to speaking@jayshepherd.com to get more information about speaking fees and schedules. In your email, say which topic you'd be interested in hearing about.

Previous Awesome Audiences

Here is just a small sample of the audiences Jay has spoken before. No one threw rocks or vegetables.

- American Bar Association
- Association of Corporate Counsel
- New England Human Resources Association
- New England Corporate Counsel Association
- Australian Legal Practice Management Association (Sydney)
- Legal Marketing Association
- FirmFuture Conference
- Association of Legal Administrators
- Boston University School for Hospitality Administration
- Babson College F. W. Olin Graduate School of Business
- Massachusetts Bar Association
- Solo Practice University
- VeraSage Institute
- IgniteLaw
- Boston Bar Association
- Massachusetts Society of CPAs
- Massachusetts Continuing Legal Education
- Scores of employers, law firms, and accounting firms

To see some samples of Jay in action, head on over to firingatwill.com/speaking and scroll down to the bottom of the page.

Unlawyerly and Unboring Topics

Jay's a frequent speaker on a variety of topics all centered around helping companies free their employees to do their best work. Here are some of his current speaking topics:

How to Have "Gruntled Employees"

Disgruntled employees are the ones who end up suing you. So your goal should be to make sure you have "gruntled" employees. Jay will show you the secrets to keeping your employees gruntled.

The Riskiest Thing You Can Do at Work with Your Clothes On

Firing an employee is the most difficult and riskiest event in a manager's career. Do it wrong and you could be looking at years of litigation. Based on his book *Firing at Will*, Jay will teach you how to safely do this dangerous task.

The Magic of Retained Dignity

Some companies are beginning to pay attention to new HR metrics to help them manage their workplaces. Jay developed the revolutionary concept of Retained Dignity to help managers and HR professionals focus on lowering the probability of litigation after a firing.

Managing Employees Without Timesheets

The billable-hour business model was invented in 1919, and law firms, accounting firms, and other professionals rely on timesheets to manage their employees. Yet the timesheet is the absolute worst way to measure the value of your employees. Jay teaches you how to trash your timesheets and how to manage your employees without them.

Selling Knowledge, Not Activity

The outdated hourly billing model focuses on measuring activity, so firms live under the myth that activity is what they sell. But clients don't buy activity; they buy knowledge. Jay teaches you to measure — and sell — knowledge instead of activity, giving you the opportunity to increase your firm's profits.

The Great Alternative-Fee Swindle

Everyone's talking about "alternative fee arrangements" as the new new thing. But most of the "experts" spend their time talking about a bewildering array of AFAs that turn off clients and firms alike. And nearly all of them still talk about keeping track of your time. Guess what? It doesn't work that way. Have Jay clear up all that confusion and tell you about the simplicity of pricing.

Treating Employees Differently

Employment lawyers and human-resources professionals live by the axiom that you have to treat employees the same. The problem is, when you treat everyone equally you end up treating them all equally *badly*. Instead, the secret of a successful workplace is to treat your employees differently. Jay will tell you how.

The One-Question Test for Your Firm

Professional firms spend a fortune on marketing, trying to convince clients that they are experts in their fields. But Jay's come up with a simple test for whether a professional is truly an expert. The client simply asks: "How much will this cost?" How your firm answers speaks volumes about your expertise.

Can a Law Firm Be Like Zappos?

Online shoe company Zappos is renowned for its corporate culture, where its employees are genuinely excited to be part of the team. But a law firm is very different from a hip and trendy consumer website. How can a law firm's employees be as excited to work there as Zappos's people are? Jay shows you how.

The World's Shortest Personnel Handbook

Many employers spend thousands of dollars each year on detailed personnel handbooks and employee policies. These policies are designed to guard against bad employees. Unfortunately, they also have the effect of driving away good employees. Instead of hyperlegislating the workplace, Jay will tell you about the world's shortest employee handbook, and how having it can make your business a better place to work.

About Jay

Jay Shepherd is a writer and speaker focused on fixing workplaces so that individuals are free to do their best work. He is the author of *Firing at Will: A Manager's Guide* (Apress, 2011), which is an unlawyerly handbook on firing employees — the riskiest thing you can do at work with your clothes on,

For 17 years, he worked as an employment litigator and advisor helping companies stay out of trouble. He had something of a knack for it: *Law & Politics* magazine named him one of the Top 100 Lawyers in New England. One thing he didn't have a knack for was tracking hours, so in 2006, he banned timesheets from his Boston law firm, Shepherd Law Group. This made some waves around the country and the world, which led Jay to write and speak about the subject. In 2011, he closed the law firm after 13 years and opened [Prefix, LLC](#), a firm that helps professionals learn how to price their knowledge.

Jay writes two award-winning blogs. The American Bar Association has twice listed [The Client Revolution](#), which focuses on reinventing the business of law, as one of the top 100 lawyer blogs. *Human Resource Executive* has called [Gruntled Employees](#), his workplace blog, the top HR website. He has also been a widely read columnist on the [Above the Law](#), the world's most popular law blog. Follow Jay on Twitter at [@jayshep](#), and connect with him on [LinkedIn](#).