**Elizabeth Ferris**

**Speaker Profile**

# Profile

## Experience

With over 25 years of business development, strategic planning and legal marketing consulting, Elizabeth helps law firms, collaborative professionals and lawyers to identify and communicate their brand to attract desirable and profitable clients. Her goal is to help Collaborative professionals distinguish themselves in a competitive marketplace, attract better not just more clients and build a rewarding and fulfilling practice.

Her clients include some of the most successful law firms in North America and the UK. She is a frequent speaker and author on the topic of growing your practice. Elizabeth has conducted marketing and business development workshops and strategic planning and partner retreats throughout North America, Ireland, Scotland, England, Austria, and Australia.  
  
While Elizabeth's experience includes working with all types of law firms, she has received international recognition for her work with niche law firms, including family law lawyers, ADR, and Collaborative Law professionals. Elizabeth and the IACP professional education committee were the original architects for the International Collaborative Law Practice brand, increasing the awareness and demand for Collaborative Law Practice across the globe.

## Qualification & skills

* BA University of Wisconsin- Madison
* Certified Meyers Briggs
* Certified Crucial Conversation
* Speaker at 9 consecutive IACP conferences/2 Resolution national conferences
* Speaker at 2 DR Resolution conferences
* Principal of Ferris Consulting for 19 years, serving collaborative professionals and the legal community

## Passion

I have been working with Family Lawyers and Collaborative Professionals across the US and UK for 19 years. My goal is to help Collaborative Professionals take control of their practice for future success-to create a truly rewarding practice that is not only profitable but fulfilling too. My clients are professionals who are committed to producing exceptional value for their clients and want to build a practice that is in alignment with their core values, strengths, interests and priorities. By helping Collaborative Professionals to explore what matters most, I want to inspire the collaborative community to redefine how they experience marketing. Rather than being a distracting task, it becomes a core activity-focusing on client education, problem solving, strengthening relationships and extending networks. I want Collaborative Professionals who are passionate about making a long-term positive difference for their clients to be widely successful in growing their practice.

## Existing delegate feedback

* Liz is great. I cannot imagine why everyone did not attend her session. Her presentation was invaluable.
* If this seminar were offered again, I would attend and encourage other to do so.
* Every Collaborative Law person should take this course.
* Please offer this again. The session flew by. Can never get enough marketing thoughts and strategies. Well-done Liz
* This should be an annual seminar. It helps us measure our growth and develop strategies for promoting Collaborative Law through our states and countries.

# Contact detail and website

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