

## Need an Impactful Speaker for Your Next Event?

Alay Yajnik energizes and inspires law firms with *customized workshops and keynotes* that are engaging and actionable. Alay's interactive style energizes the audience while he provides practical tools and insights that they can put to use right away.

Popular Topics include:

- **Staffing Up: The Attorney's Guide to Hiring Top Talent** *You cannot build a great firm with mediocre people. Hiring is a key skill for growing firms. Learn valuable best practices that will help you hire "star performers."*
- **Elimination of Bias – When Styles Collide** *Understand how behavior styles interact, while earning MCLE Elimination of Bias credit.*
- **Business Development in the Digital Age** *Learn powerful techniques to start signing more clients immediately, even if you can't meet in person.*
- **Time Management Traps, and how to Avoid them** *Time is your most precious asset. Learn techniques to cope with crippling distractions such as email, interruptions from others, social media, and more.*
- **Business Planning Made Simple: The One Page Strategic Plan** *Create a simple yet effective business plan for your law firm.*



**Previous  
Speaking  
Engagements  
Include:**

- California Continuing Education of the Bar
- California Minority Counsel Program
- Association of Legal Administrators (East Bay Chapter)
- Provisors
- Chicago Bar Association
- Bar Association of San Francisco
- Alameda County Bar Association
- Contra Costa County Bar Association

Alay Yajnik, Founder of Law Firm Success Group, has spoken to hundreds of attorneys on various topics including Business Development, Marketing, Strategic Planning, Hiring, and Time Management.

Alay is the author of [Staffing Up: The Attorney's Guide to Hiring Top Talent](#), and currently serves as the Business Development and Marketing Advisor to Hoge Fenton, a 40 attorney firm in the San Francisco Bay Area.

Alay works with law firms to grow revenue, create strategic alignment, and increase individual and team performance. Alay's unique approach energizes, inspires, and challenges his clients to unlock the full potential of themselves and their law firms.



With over 15 years of Silicon Valley experience, his track record includes Fortune 500 firms such as Siemens and HP, as well as start ups. Alay ran a \$100 million service business and built a \$5 million service business from the ground up.

Alay holds an M.B.A. from Santa Clara University and is a Certified Business Coach by FocalPoint International. He received the 2018 Brian Tracy Award for Sales Excellence, the 2017 Campbell Fraser Award for Coaching Excellence, and the 2015 Kaizen Award from that organization.