

Linda Julian

author

"The passionate professional – creating value, success, prosperity"

Linda offers strategic practice development counsel to lawyers and other expert professionals.

She works with professional services firms to win business in the face of tough competition, develop effective strategic business acquisition and retention plans, and create profitable and sustainable practices. Linda has an exceptional track record of success in winning business for law firms through tenders, proposals, and competitions.

Linda has earned a reputation for rapid and insightful problem diagnosis plus creative, pragmatic (and sometimes fierce) analysis and wise advice which makes a substantial difference to outcomes. She is often introduced as "Australia's answer to David Maister".

Her book, *"The passionate professional - creating value, success, prosperity"* is a collection of easy-to-digest wisdom and practical advice.

Linda is also a professional company director and has four years experience as board member and audit committee chair of an ASX-listed media and business services company and award-winning not-for-profit EpilepsyAction.

She is a popular keynote speaker at legal and professional services conferences both in Australia and overseas. Linda lectures on marketing, strategic management, and professional practice development at post-graduate level and is a faculty member of the practice management and partner accreditation course for the College of Law.

With the support of her team, she has conducted many large-scale attitudinal studies of major consumers of legal and other expert services. She researches legal services usage by insurance, financial services, banking, property, and public sectors.

Linda lives the principles and models the values and beliefs she articulates.

strategic
practice
development

www.julianmidwinter.com.au

Tel +61 2 9968 4168
Fax +61 2 9960 4480

Suite 16 357 Military Road
Mosman NSW 2088
Australia

Email julianmidwinter@julianmidwinter.com.au

ACN 002 118 818