**ProfServ Traction Podcast**

**Episode 11: A Firm That Cultivates Community with Heinan Landa**

**Episode Run Time - 37:04**

In this episode, I interview Heinan Landa, Founder and CEO of Optimal Networks, an IT firm that serves law firms and associations in the Greater DC Area. He is the author of the bestselling book [The Modern Law Firm: How to Thrive in an Era of Rapid Technological Change](https://www.amazon.com/Modern-Law-Firm-Thrive-Technological/dp/B0881RMG77/ref=sr_1_1?dchild=1&keywords=heinan+landa&qid=1600151126&sr=8-1).

**Time Stamps**

[01:48] Heinan’s education and family background which led to him founding Optimal Networks

[04:08] How the people on your team impact client satisfaction in a professional services firm

[07:15] The importance of retaining employees for longer periods of time

[09:41] The challenge of determining how many people to employ and what proportions of people at different levels to employ

[11:12] Overcoming the tendency to say yes to clients without thinking through the ramifications

[13:01] Heinan’s initial struggle to run Optimal Networks and how he overcame it

[18:05] His joy and pride from completing acquisitions

[19:06] How Optimal Networks not only serves clients, but has created a community of like-minded individuals

[21:12] How much Heinan enjoys the company of the people that he works with

[23:19] Heinan’s mentors and his posture of perpetual learning

[27:33] How the Entrepreneurial Operating System has helped Optimal Networks

[31:14] The benefit of serving a niche market

[33:39] How to describe Optimal Networks’ service to an outsider

[35:27] How to learn more about Heinan and Optimal Networks

**Links and Resources:**

[Heinan's LinkedIn profile](https://www.linkedin.com/in/hlanda)

[Optimal Networks’ website](https://www.optimalnetworks.com/)

[Steve's EOS blog](https://tractionequity.com/)

[Join a webinar with Steve](https://tractionequity.com/new/eos-webinar/)

[Book a free consultation with Steve](https://tractionequity.com/free-consultation)