



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



*Helping you create and reinforce the habits of successful career building,
gleaned from my work as a business development strategist, trainer and coach*

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The Art of Multi-Purposing. If you have already become organized and efficient and still feel like the only way to have time for business development is to add more hours to the day, consider whether you can get more value from your ongoing activities by the art of multi-purposing. Multi-purposing means finding more than one use from an activity. The strategy of multi-purposing is at the heart of the concept of integrating business development into your everyday life. As you are planning each activity and considering your relationships, ask yourself how you can use each one to further your rainmaking objectives:

- What else can I accomplish with this activity?
- Who else can I connect with?
- Where else can I go while I am there or traveling there?
- To whom can I introduce this person, such as a satisfied client?
- With whom can I share this news or information?
- How can I capitalize on this opportunity?

Example: It is your turn to recruit law students for your firm from your alma mater which involves traveling to another city. To maximize the value of the trip, you plan a series of additional activities. There is a faculty member with whom you were close whose work you have followed who might be a resource for one of your matters. You let your client know that you will talk to the faculty member to explore her being an expert witness on your matter. When you call the faculty member to set up a meeting, you also ask her which current students she would recommend for your firm. You also arrange to meet with law school classmates who work in the area where the law school is located whom you usually see only at reunions. You also ask a law firm colleague for an introduction to a client you have wanted to meet whose headquarters are in the same area. You contact the general counsel and offer to come in for a meeting or to do a CLE course in your specialty for the law department. Finally, you use the occasion to stop on the way back to see your grandmother. As a result of your willingness to take a flight with one stop, you have reduced the airfare.

Are you sufficiently thoughtful of the opportunities for multi-purposing presented by each of your activities and relationships to get maximum value from each one?