



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*

Volume 5, Issue 13

June 27, 2011

Job Security. If you are frustrated that you know what to do in the business development arena but you are not doing as well as people who are less talented than you, are you ready to figure out what is holding you back? If so, take a hard look at yourself and ask these questions:

- Are you embarrassed to admit to yourself or others that you need help?
- Are you giving up new marketing initiatives before they have time to mature?
- Are you stuck in the expectation that people should call you given the quality of your work?
- Are you struggling to manage your time and commitments to include more marketing?
- Have you been complacent because someone else provides you a steady stream of work?

Client development does not happen overnight so if job and career security are important, figuring out what stands in your way of becoming a rainmaker should be a priority. Consider giving yourself an assignment to evaluate whether any of these factors are slowing you down and making your job less secure.

Example: A young partner had been tied to a very successful rainmaker in the firm for his whole career. They worked as a team on all their matters; the rainmaker pressed for the younger lawyer to be made a partner and fought for him to be compensated generously. The young partner expected to inherit the rainmaker's clients when he retired. Even when the young partner learned that the rainmaker was considering making a move because he was under financial pressure after a divorce, remarriage and the recession, he was not concerned because he assumed he would move with him.

The young partner was devastated to hear that the rainmaker was leaving the firm to join another firm without him. The rainmaker assured him that he had urged the new firm to let him bring along the young partner but that he was not able to do so and the offer was too good to pass up.

The old firm gave the young partner a choice: compete for the clients he and the rainmaker had serviced together or find another job. The firm provided the young partner a coach to support his efforts. They mapped out a game plan identifying a strategy for each key client. When the rainmaker discovered that his protégé was competing for their old business, he was initially surprised and angry. When his protégé managed to hold onto a significant piece of business, the rainmaker finally persuaded his new firm to extend an offer to his protégé. The young partner concluded he was better off staying put and carving out his own client base than tying himself to anyone else, even his longtime mentor.

Can you be secure that your career will continue to flourish if you haven't figured out how to generate your own business? Is it time to identify what stands in your way of becoming a rainmaker?

1 Woodside Lane | New Hope, PA 18938 | 888.890.4240 | NewEllis.com

Please send comments to mondaymonday@newellis.com