



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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Giving Thanks. It is great when the right thing to do is also good business strategy. Giving thanks falls in that category. Start by assessing who has helped you most this year in developing your business. Those are the people to whom you not only want to give thanks but also with whom you want to reconnect. Make a list of the people who have supported you from each of these categories:

- Clients and former clients
- Colleagues, including non-lawyers
- Former adversaries
- Expert witnesses
- Lawyers from bar activities
- Business people from community activities
- Friends, family, neighbors, and classmates

Your inventory will help you figure out to whom to give thanks and also show you the gaps in your potential sources of new business.

As you consider how to give thanks to the most important people on your list, ask the question, what would they appreciate from you? Do not assume that there is anyone on the list, no matter how successful or important, who would not value something you have to offer, like recognition for the role they played in your success or a referral from you like the ones you appreciate from others.

Example: Earlier this year, a senior partner in your firm entrusted a major matter for a significant client to you. The senior partner told the client that you were the best person to handle the matter and that she would maintain an oversight role only. You had a rocky start on the matter, losing the first round of important motions on the case. The client, understandably anxious about the matter, questioned the senior partner about her hands off attitude. Instead of acquiescing to the client's pressure to get more involved, the senior partner totally supported you, stating that she had asked you to handle the matter because she had great confidence in you and continued to do so. She did not displace you or undermine you in any way with the client. The case has finally started to turn around and you are building a stronger relationship with the client in your own right.

You feel a great debt of gratitude to your partner for involving you in the matter, and more importantly, for standing behind you when the rulings went against you. You thank her personally for her confidence in you, and her management style. Then you share with your firm's management your appreciation of her and report the story of her success in transitioning an important matter for an important client to you.

Are you taking for granted the people in your circle who have enriched you this year? Have you given recognition to the people who have helped you achieve your success?

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