



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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**Building Internal Firm Relationships.** Partners who know you personally and have worked with you are more likely to entrust their most precious assets, their clients, to you. If you have your sights set on particular partners whose client bases mesh well with your expertise, consider these strategies:

- Join and be active in their practice groups, industry groups, or client teams.
- Offer to work with them on client work, firm activities, or outside organizations. Seize any chance to work with them.
- Learn about them, from bios and co-workers. Use a Google alert, <http://www.google.com/alerts>, to stay current and in touch with them.
- Identify any clients to whom you can introduce them. Modeling the behavior you expect from them is very powerful.
- If they are in a different office, find a reason to work from their office periodically or even better, transfer for a few months to that office.

There is no substitute for the trust that comes from working closely together.

**Example:** A new lateral started off strongly, visiting firm offices and key people, and joining firm committees. But after a year, she still worked mainly with her own clients. She had been invited to only one pitch, when the client required a diverse team. The firm got the work but she got a minor role on the matter.

She asked to work for a major firm client for whom she had worked at a prior firm, noting she was a known commodity to the client. When the client relationship partner failed to assign her work initially, she set out to get to know him better. She looked for reasons to visit his office which was close to the client. When she heard about a matter for the client that would require her to work temporarily out of that office, she immediately volunteered. Her persistence paid off. Her visits had made her more familiar and made her offer to relocate temporarily more credible.

Do you need to apply the same kind of intentional relationship building to significant partners that you apply to clients and prospective clients?