



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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Great Space: If You've Got It, Flaunt It. Many firms are reconfiguring their offices, to match changing needs. Reed Smith, for example, is moving to new offices in Philadelphia with twenty percent less space, smaller attorney offices, more energy efficiency, and more room for collaboration. [Click here for more.](#) Other firms are moving their back offices to less expensive venues than the cities where their lawyers work [Orrick in West Virginia; Bingham in Kentucky]. But firms are not eliminating space for entertainment. According to Elizabeth Birch, President of [Peris Birch Construction Services](#) in Washington, DC, a leading contractor for law firm interiors, most firms still provide for generous space for meetings and events. Many firms also invest in significant art for their public spaces. Proskauer commissioned a large Frank Stella piece for the lobby of their new offices in New York recently. If your firm has invested in great space for entertaining, have you incorporated the space in your business development plans?

- Does the firm have clear policies and procedures for use of the facilities?
- Has the firm encouraged firm lawyers who serve on non-profit boards to offer them use of the facilities for board meetings or events?
- Has the firm suggested to lawyers that they offer use of the facilities to clients for meetings or events of non-profits they support?
- Have you considered hosting informal networking events in your offices?
- When you host events at the firm, do you actively plan introductions among guests and other lawyers?
- Does the firm distribute a list of events/guests which will be held at the firm among firm lawyers to help facilitate their access to guests through the firm hosts?

Example: To welcome a new lateral partner, a firm hosted a reception at their offices. The lateral invited a wide array of friends and contacts, including fellow members of the board of a local non-profit. At the reception, the lateral had the opportunity to introduce a number of her new colleagues to other board members. When the non-profit's executive director expressed admiration for the firm's beautiful offices, the lateral offered to inquire about the availability of the offices for events for the non-profit. The firm's large conference facilities proved to be a perfect venue for a board retreat for the non-profit which allowed the new lateral to introduce additional colleagues to board members and to follow up on some of the initial introductions she had made at the reception. The firm supported her use of funds from her marketing budget to pay for the food and beverage costs of the non-profit's board retreat. When another lawyer learned that this particular non-profit board would be meeting at the firm, he arranged to meet someone of interest to him on the board.

If your firm has great space, are you using the space to bring clients and other contacts to the office where you can introduce them with ease to other lawyers?

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