



# 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 Right Professional or Business Group For You.** If you are at a stage of your career when you need to broaden your network, joining groups is an obvious strategy. To decide which groups to join, consider these questions:

- To which groups do other successful lawyers in your field belong?
- Which groups are not saturated with competitors?
- In which groups are your clients active?
- In which organizations do you know leaders who can help you advance in the group?
- Which groups will provide opportunities for you to write and speak?
- How do the costs of the groups compare?
- To which groups can you bring value to other members with your expertise or referrals?

If you cannot find the right group or subgroup to join, or if other lawyers dominate groups which are appealing, consider creating a new group. It has never been easier to do so. [LinkedIn](#) has a robust platform for creating new online groups. [Meetups](#) are another social networking platform for in-person meetings of people with similar interests. Meetups are often used for business and industry groups as well as social purposes. The range of [NYC meetups](#), for example, is stunning. There are also more traditional groups you could create:

- Existing industry trade associations and bar associations may welcome new committees to address new subjects of interest to the group. You might team up with an association leader to help make this happen.
- Creating a new trade association might be appropriate, especially in an emerging industry.
- Informal networking groups designed to attract prospective clients or referral sources can be very effective.

Whether you are joining an existing group or creating a new one, plan on being an active leader of the group, not just attending meetings. Groups which allow you to showcase your talents while providing access to clients and prospective clients are the best bet.

**Example:** At his first year-end partner review, a lawyer was encouraged to become more active in the business community. He asked each of the partners at the review which particular organizations they would recommend. They cited a few but cautioned that they were chock full of competitors. He began his due diligence. He watched for trends in the postings on LinkedIn groups he followed. He asked clients to which groups they belonged. When he identified an emerging topic that no specific group seemed to be addressing, he invited a few clients to an informal breakfast at his firm to discuss the issue. When there was enthusiasm to continue the discussion, he offered to host another breakfast and invited a few other lawyers in his practice group to attend. Other people in the group asked to bring people and eventually the group outgrew his firm's facilities. At that point, one of the regular attendees, a leader in an industry association, offered to help launch a new committee within the association as a home to the group. He also asked the lawyer who originally convened the group if he would be the chairman of the new committee.

If you can't find groups which suit your business development objectives, create one!

Enjoy the Fourth of July holiday weekend.