



# 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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**Getting Organized for 2015.** As you take stock of last year and consider your pipeline of work for 2015, here are questions that may help you with your strategic planning:

- Are you where you need to be to generate work in 2015?
- If not, do you have a plan to get where you need to be?
- Where has your best work come from in the last two years?
- How can you generate more work from existing or recent clients?
- How can you find more clients like your best existing clients?
- Who have been the best sources of referrals for the last two years? Have you taken good care of them? If not, what should you be doing?
- Have you identified potential new referral sources who would appreciate a reciprocal relationship with you?
- Do you have a list of high priority prospective clients and a strategy for each one?
- Have you tapped former clients for whom you got great results for new work?
- Do you have a clear picture of who needs your help?
- Do you have sufficient professional recognition to give your clients confidence they have the right lawyer?
- Do you have a plan for building your visibility, inside and outside your firm?
- Does your firm support your professional development with good assignments, staffing, training, budgets, mentors, and coaches?
- If you have encountered barriers to growth in your firm, are you taking steps to address the issues?
- Are you investing in your own professional development beyond your firm's investment in you?
- Do you consider yourself to be fairly and adequately compensated?
- Do you know how much new business you need to bring in this year to meet your goals? Are you reaching out to enough new clients to achieve that goal?
- How badly do you want to succeed in 2015 and what are you willing to do to accomplish your goals for 2015?

As you consider your answers to these questions, write down the actions you need to take to insure you meet your goals in 2015. Look for a checklist of recommended actions in the next newsletter on January 19, 2015 to compare if your action plans match our recommendations.

Happy New Year!

*A version of this newsletter was originally published in December 2012.*