



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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Do It Now. How often do you have ideas about business development that do not get implemented? It is common for people to be inspired but to let a good idea slip away because of the press of other business or commitments. One way to implement more business development ideas is to get in the habit of taking action immediately. In his principles of success, the writer Jack Canfield advises people that if they can take care of something within ten minutes, that they should do it immediately. Consider which option in each of these situations you are likely to take:

1. You are in a meeting with a prospective client and you think of another lawyer in the firm who has experience that is relevant to the client's problem. What do you do?
 - a. You make a note to yourself to follow up later with the other lawyer.
 - b. You mention to the client that you may have a partner with relevant experience.
 - c. You offer to send the client information about other relevant work the firm has done.
 - d. You call the other lawyer, explain the situation and ask them to come meet the client.
2. You meet someone at an event who does interesting work. To follow up, what do you do?
 - a. You exchange business cards.
 - b. You say you would like to get together another time to hear more about their work.
 - c. You say that you will call the person to set up a time to get together.
 - d. You suggest that you get out your smartphones so you can find a specific time on your calendars to get together.
3. You read an article in the Wall Street Journal about a former client. What do you do?
 - a. Clip the article, or save the link, in a "to-do" pile.
 - b. Shoot the former client a note or email.
4. A partner asks you to introduce her to a client. Do you:
 - a. Say you will think about it and get back to her?
 - b. Agree to do it and put it on a list of things to do?
 - c. Pick up the phone or send an email and try to make it happen on the spot?

In these examples, there are no bad choices but the most forceful options are the last ones in each case and they can each be done in short order. There are several obvious benefits of opting for immediate action. You avoid the risk that you will forget your good idea. You eliminate the mental baggage of one more thing to remember or organize. You avoid other people chasing you to find out if you did what you said. And you impress people that you get things done.

Example: A client invited a law firm to support a charity which was honoring a senior executive of the client company. The relationship partner arranged to buy a table for the event and invited in-house lawyers with whom he worked and some firm partners who he wanted to introduce to the client to sit at the table. Some had spouses with them. At the reception before dinner, the relationship partner asked one of the clients what had happened on a particular matter that had started to heat up. When he heard that an issue had come up on which one of the other firm lawyers could be helpful, he immediately walked the client over to the other lawyer, explained the problem, and suggested that they get out their calendars and find a time to discuss the issue the next day.

Would you have fewer "to-do" lists, fewer lost opportunities and become more effective if you got in the habit of acting on your good ideas immediately?