



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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More Opportunities to Support Your Clients

In [Opportunities to Support Your Clients](#), we highlighted the value of finding opportunities to support clients. Job opportunities are the most important potential benefits a lawyer can convey to clients. Nothing will endear you more to a client than helping them land a new job. Helping clients find new positions in which they have authority to hire outside counsel is an ideal way to open doors to new clients, too. To ensure that you have your antennas out for potential opportunities for your clients, here are some steps to take:

- Get in the habit of periodically taking your clients' temperatures about their job satisfaction.
- Pay close attention to major changes like mergers, downsizing, or retirements.
- If changes are likely, ask your clients about the impact of the changes on them personally.
- Anytime a client tells you that they are considering or may be subject to a forced job change, offer your active assistance.
- Do not tell clients that you will just "keep them in mind." If you were in their shoes, to whom in your own circle would you ask for help? Then introduce your clients to those people if possible.
- Any time you hear about job opportunities, consider clients and contacts who might fit the bill, ask the hiring company for permission to do some outreach and inquire of clients/contacts about their interest.
- Be careful about helping a valued employee of a client make a move. You are looking to make friends, not enemies.

Helping clients and contacts land great new job opportunities is the number one added value you can provide clients and the most potent way to secure a new pipeline of work. You need to be on the alert for clients who need help and for opportunities that might interest them.

Example: When a major client was involved in a merger transaction, the lead lawyer offered her firm's assistance to the general counsel in a variety of ways. She told the general counsel that if he were to leave the company because of the merger, that she and her firm would be happy to help him. She asked if he would be interested in a new general counsel role or perhaps corporate board positions. When the general counsel was in the firm's offices for meetings, she began to make some select introductions to other partners who had broad networks. The managing partner of the firm also raised the possibility that the firm would be interested in his joining the firm. The general counsel said that the merger would cause the elimination of many law department jobs and that he would be particularly grateful if the firm would help find new opportunities for lawyers on his team who would be displaced. At an appropriate time, the firm hosted a reception to celebrate the successful completion of the merger and used the occasion to invite other clients to whom they could introduce in-house lawyers who would be displaced. The firm also invited in-house lawyers who were interested to provide bios that the firm could circulate internally and to other clients. The affected lawyers and the general counsel deeply appreciated the firm's efforts on their behalf.

Are your antennas always up to the career needs of your clients and are you proactive and going the extra distance to help them on their transitions?