



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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Turning Egnog into Liquid Gold, Circa 2019

Tis the season to be invited to law firm holiday parties. Are you dreading the loss of billable time or more inclined to get work done before Christmas? Or, do you see holiday gatherings as special opportunities to meet people to whom you usually don't have access? For the rest of the holiday season, try these strategies to get more value:

- Invite guests. That guarantees you will have people of value to talk to.
- Consider which of your guests you can introduce to other lawyers in your firm or other guests.
- Find out who else is coming and ask for introductions from colleagues.
- Go with someone who knows more people and can introduce you around.
- Create private time with special people by traveling there together or meeting in advance.
- Do your homework. Google people of interest so you are ready to talk to them.
- Go early, and position yourself strategically, by the door or by the bar.
- Get ready to use your phone calendar to make follow up plans on the spot.
- Treat the occasions as a business opportunity and don't drink a lot.

Wouldn't the holiday party be an ideal time to pave the road for new potential business for 2020?

Example: You decide to use the firm's holiday party to get a jump start on some marketing objectives for 2020. One of your partners promised to introduce you to a client but hasn't yet. When you review the guest list, you observe several lawyers from that client are scheduled to attend. You contact your partner and ask her to use the occasion to make an introduction. You suggest that she let her clients know that you will be there and that she plans to introduce you. You go one step further and suggest that she propose that the four of you meet ahead of time briefly or go out for dinner after the cocktail party.

When your personal outreach works, you propose to your practice group leader that she schedule a brief meeting of the group before the party to review the guest list and orchestrate similar introductions among the group. With the support of the firm's business development professionals, you have a very constructive meeting. Lawyers share which clients will be there and what work the firm has done for them lately so everyone can talk more knowledgeably to client guests. You identify some additional people you can meet at the party and offer to make introductions of other lawyers to your clients who will be there.

Are you ready to make the outcomes from your holiday celebrations less random this year and to be a catalyst for other lawyers in your firm to do the same?

Happy holidays!

A version of this newsletter was previously published in 2008 and 2009.