



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*

Volume 14, Issue 14

July 13, 2020

Mid-Year: No Time for Half Measures

To manage work, career, family, and health, we have all done a lot more adapting this year than we ever expected. At the halfway point for 2020, it is a good time to reflect on what has worked and what needs adjusting.

- Sheltering at home with children without support from schools, nannies, daycare, extended family, play groups, sports, and friends has been a huge adjustment for families, especially for single parents. But many colleagues, spouses, and firms have a new appreciation of the support needed by working mothers and fathers. And working from home clearly has achieved widespread acceptance and respectability.
- The pandemic generated new laws, regulations, and legal crises which have spawned a lot of urgent work and an outpouring of client alerts.
- Normal means of personal interaction - coffee, meals, drinks, meetings, conferences, travel - have been constrained but new communication tools have surged like Zoom, Webex, Google meetings, and other platforms.
- Racial justice and racial diversity have taken on new urgency.

The pandemic has clarified and intensified the importance of strong relationship capital at home and in your firm. For the final half of the year, here are questions to help your planning:

- What more can you do to strengthen key relationships with the internal lawyers and external clients on whom you depend for good work assignments?
- Can you align your work schedules better to help them meet your respective family obligations?
- Are you addressing the financial stress your clients are experiencing as creatively as possible including alternative fee arrangements, introductions to investors or financing sources?
- Are you respectful of your clients' time by only sending them client alerts and information which are of direct relevance to them?
- Are you providing appropriate emotional support to clients and colleagues who have been impacted by the pandemic or the focus on racial justice?
- If clients' or colleagues' jobs are at risk, are you helping them find new opportunities?

We are halfway through 2020 but probably not halfway through the current economic crisis. This is clearly no time for half measures. Have you taken the time this summer to think through your strategy?

Example: When planning for closing a major transaction, a lawyer remembered that her client had an 11-year-old who is passionate about baseball. Last year, she had shared some of the firm's season tickets with her client's family. The lawyer asked her assistant to organize a box of baseball-related stuff to send her client in advance of the closing. Included were DVDs of *Rookie of the Year* and *Field of Dreams* [both rated PG], Derek Jeter's book, *The Contract*, baseball cards and popcorn. Her client reported that when she gave her husband and her son the box, they were totally engaged and delighted, leaving her with peace of mind as she became engrossed in closing the transaction.

Have you had the chance in this pandemic to consider and invest in your most significant relationships? At the halfway mark of a year of trauma and challenge, is it time?

I will have the privilege of speaking on a panel hosted by Major, Lindsey & Africa, ***Making Lemonade: Building Your Business and Professional Brand in an Economic Crisis***, on July 21, 2020 at 1:00 pm ET. You can register for the complimentary roundtable [here](#).