



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 23

November 23, 2020

Getting Back to Business: Why Rainmaking is More Important Than Ever

This is the second in a series on [Getting Back to Business](#). After nine months of adapting to working during a pandemic, it is clear that in this environment, being a rainmaker is more critical than ever. There are obvious benefits to being a rainmaker:

- **Flexibility.** Pre-pandemic, client team leaders had advantages because they could more readily schedule meetings and deadlines with clients and colleagues that accommodated their own family obligations. With so many lawyers' facing increased family caregiving responsibilities, for children who are learning remotely and for older relatives, the value of flexibility is magnified. While there is much more awareness within firms of the need to accommodate *all* caregivers' schedules, rainmakers still have more control over their own schedules.
- **Security.** Fortunately, many firms that reduced compensation in the Spring have reinstated the cuts, but depressed client demand is an ongoing concern. Some firms are delaying partnership decisions and reducing lateral hiring, for example. One result is that firms are more focused than ever on retaining and investing in the rainmakers who drive revenues and profits.
- **Independence.** In uncertain times, being grounded by having built and sustained client relationships reduces the stress. Rainmakers also have more independence to reject work when they encounter clients who do not take their advice, seek to pursue unethical work, or are not likely to pay their bills.

Everyone has been focused on surviving the onslaught of the pandemic, social unrest, and a very intense election. As the year ends, the question to ask is are you where you want to be? If not, is now the time to take steps to put yourself in a stronger position? Are there actions you can take now to insure more flexibility, security, and independence? Are there actions you already regret not having taken this year?

Example: For many years, a partner had invited a significant client to dinner in early December to mark the holidays, a tradition they both enjoyed. This year, dinner was off the table. The partner asked her team for suggestions on an alternative celebration. The team pooled their information on key people with whom they worked at the client and organized a Zoom celebration which included family members, too. In advance, they sent a box of age-appropriate gifts to each family, including clients, lawyers, and law firm staff. Among the gifts were favorite children's books, movies, puzzles, and treats, including a bottle of wine for the adults. In their planning, it helped that the lawyers had often encountered the clients' children during video conferences. During the party, the group introduced their families to one another and gave the children time to open their gifts. They closed with a toast to their friendships and successful collaborations.

As we approach the end of a challenging year, are you getting back to the business of planning for a secure future? Have a healthy and safe Thanksgiving holiday!