



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 17, Issue 17

September 5, 2023

It's Not Too Late to Improve Year End Results

Welcome back from your summer holiday and to the mad dash to the end of the year. If you are not yet on track to meet your ambitious business goals for 2023, do not panic. You still have time to focus on your priorities and make progress. Consider these possibilities:

- Is there an event coming up like a partners' retreat or a client conference that can be a focal point for planning? How can you enhance the business development value of the event?
- Did you have a success this year which you have not fully exploited? Could a recent success be the basis of a client alert, an article, or a speaking opportunity, preferably alongside your client? Is your success appropriate for media attention or social media?
- If you resolved a client crisis, have you offered to apply the lessons learned to restructure the client's processes, strategy, or personnel to avoid the next crisis, perhaps with expertise from other firm lawyers?
- Can you schedule meetings at your clients' offices so you can meet other people of interest?
- When planning calls and meetings, are you routinely carving out time to catch up on new business developments and legal priorities your clients face?
- Have you updated your web bio with recent successes, articles, and speaking engagements?

One way to identify gaps and prioritize effectively is to look at the year-end self-evaluation form you will be filling out. If you don't have the 2023 version, look at last year's form. It is not too late to be thoughtful about how your year will work out and how your efforts will be perceived. Which of these bullets apply to you? I recommend you review them again now. Decide which ones you will act on. Then do it.

Example: Your firm is on a panel of firms your client engaged to defend a series of related claims. Your team recently won a significant ruling in the matter you are handling. You have already shared all the briefs with the other panel counsel and the client has asked you to make a presentation at the next panel meeting to discuss applying the same strategy in other matters. You then ask the client if they would be willing to join you in making a presentation on the strategy to other firm clients in the same industry who are at risk of similar claims. When you propose organizing a CLE program for other firm clients, your practice group leader suggests that you invite the client to an upcoming annual client conference and do a joint presentation there on the successful strategy. The client is not only willing to attend the client conference but also suggests that they arrange to have you present on the same subject to a trade group in which they are active.

Are you gearing up for a successful end to the year? Have you considered whether you have fully leveraged your successes to date this year? With just a few months till the year end, this is the right time to do so.

A version of this newsletter was previously published in September 2013.