



# 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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## Is 2025 a Make-or-Break Year?

As you return to work from the holidays, what are the stakes this year for you in your legal career?

- Are you faced with new expectations to keep yourself busy based on a recent promotion to partnership?
- Do you need to up your business development game to stay on track to be considered for partnership this year?
- Are you a non-equity partner hoping to become an equity partner?
- Are you on a timeline to build a client base so you can move to a new firm?

If you are facing one of these challenges or a similar scenario, this is a great time to take stock. Here are some key questions to ask:

- Do you have a business plan which you have updated to fit your current situation and goals?
- Does your plan include both an internal, firm-facing strategy and an external, client-facing strategy?
- Do you have a support network in place, with one or more mentors or sponsors who are invested in your success?
- Do you have a backup career plan in case your first choice does not work out?

If your year-end review did not include a detailed evaluation of your game plan for 2025, now is the time, with a whole year ahead of you, to find resources to ensure that you are on the right path. Those resources could be your mentor or sponsor; a successful rainmaker in the firm; a professional development professional in the firm; an external coach; or a combination of them.

**Example:** At her year-end review, a non-equity partner was told that she had had a strong year and was well-regarded in the firm. She was assured that she was on track to be considered for equity partnership at the end of 2025 if she demonstrated an ability to attract work from sources separate from her mentor, a very successful rainmaker and firm leader. Afterwards, she discussed the review privately with her mentor. She was relieved that he agreed to cut back on their work together and offered to give her more credit on matters they brought in for mutual clients. She also appreciated that he agreed to review her business plan. He recommended that she seek out work from another partner in their practice group and from a client who has moved to a new company. He also recommended that she work with the firm's professional development team and marketing group to refine her business plan, particularly to get more visibility. He also suggested that she consider investing in a business development coach.

If this is a make-or-break year for you, have you launched the new year with the resources you need to reach your goals? If not now, when?

Happy New Year!