



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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Diversifying Your Business Development Repertoire. Most rainmakers keep repeating the strategies that have worked, whether speaking, bar activities, specialization, great client relationships, good referral pipelines, or just golf. These days, there is a lot of pressure, even on rainmakers, to do more to sustain their firms. Some balk at doing more and others just don't know what more they could do. If you have rainmaking strategies that have worked, keep doing them, of course. But consider whether you could *diversify* your repertoire, or enhance your best strategies, to leverage your success even more. Here are some steps to consider:

- Start by understanding what you are doing right. Review where your best work came from.
- Go back to successful old strategies — and people — that you may have neglected.
- Identify a few new strategies, or enhancements of existing strategies, to consider.
- Ask a colleague who has been successful with a different approach for help.

Everyone can use more than one approach and when you are already successful, it is easier to initiate new strategies because you have access to more opportunities.

Example: One rainmaker has followed a formula of speaking, writing and bar leadership, resulting in frequent referrals from other lawyers. When her managing partner asked if she could generate more work, she objected that she had no time given extensive speaking commitments and major client relationship management duties. The managing partner acknowledged her contributions — and her success — but pressed her with a series of questions.

“Could she delegate some speaking gigs to other lawyers?”

“Had she cultivated her best past referral sources by referring work to them?”

“Had she asked the firm’s PR staff to help publicize her success?”

“Had she explored with her best clients if they would meet other firm lawyers?”

“Had she partnered with other rainmakers to introduce them to her clients and vice versa?”

The rainmaker agreed to introduce another lawyer to her bar group to relieve the speaking load, next year. She thought of several referral sources with whom she could follow up. She welcomed the invitation to get more PR for her successes. She was not comfortable approaching all her clients about meeting other firm lawyers, but did agree to collaborate with one partner for whom she has a high regard on one client opportunity.

If you have relied on old strategies, are you getting the support you need to go past your comfort zone to diversify your repertoire of successful business development strategies?