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## Branding, Networking and Relationship Building

LCLD Pathfinder Program

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## Benefits of Networking

- Know, Like and Trust
- Access to opportunities and new ideas
- Gives you choices
- Financial rewards
- The opportunity to help others
- Personal fulfillment



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## Why Some Lawyers Don't Engage in Networking

- I don't need it – my work speaks for itself
- I'm too junior – I'll worry about that later
- I'm not a "natural networker" (introverts)
- I don't like to toot my own horn
- It involves being fake and superficial
- I don't have time!



## What Networking *Really* Is

- Process of developing and creating *mutually beneficial* relationships
- Giving without worrying about getting something in return
- Empowering you to achieve your goals and help others reach theirs
- Making connections for others



"Are you in the mood to be amazed?"



## The Time for Networking is Now

- “Dig your well before you’re thirsty”
- It’s a marathon, not a sprint. Consistency is key!
- Put it on the calendar – make time for it
- Your network is an asset – **grow it and nurture it**
- *Invest* in developing genuine relationships



## Networking: Where and With Whom?

- With those who share similar backgrounds or interests
- Where you can learn and contribute
- With mentors, sponsors and those with more experience
- Where your target audience hangs out
- Inside your organization!



## Networking Your Way

- Not just for “natural” networkers
- Not just for those who are extroverted
- No one-size-fits-all approach
- Align your networking style with your personality and values
- Do what works for you!



## Networking Action Sheet

### Select 5

In each category, identify 5 people to connect or reconnect with.



### Select 1

Choose 1 person from each category to connect with. And then do it!

## Networking Success: Shaping Perceptions



## What Branding Means for Lawyers

- Branding answers the question: WIIFM?
- A Successful Brand
  - Creates a positive association (emotion)
  - Sells a promise (what they can expect)
  - Tells a story about who you are



## Benefits of Proactive Branding

- Prevents you from becoming a commodity
- Makes you memorable
- Positions you for success – creates demand
- You're being branded anyway – gives you control



## Defining Branding

*"Your brand is what other people say about you when you aren't in the room."*

~ Catherine Kaputa,  
author of *You Are a Brand*

**Your Brand is Your  
Reputation**



## 5 Keys to Successful Branding for Lawyers

- **Be Authentic:** Don't try to imitate someone else.
- **Differentiate Yourself:** Give people a reason to choose you.
- **Be Clear:** Don't make people guess about what you deliver.
- **Be Consistent:** Don't dilute your brand.
- **Engage in Self-Analysis:** What are you doing that undercuts your brand?



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## Branding Action Sheet

How you think  
you **are** perceived

How you **want** to  
be perceived

How you can  
**influence** perceptions



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## Making Networking Comfortable Enjoyable

- Requires a new mindset
- Willingness to acquire new skills or shift your approach
- Learning to be comfortable “in the room”



## 3 Strategies for Small Talk Success

### Strategy #1: Focus on Giving, Not Getting

- Don't sell or pitch
- Be of service
- Connect others

*“The currency of real networking  
is not greed, but generosity.”*

*~ Keith Ferrazzi,  
author of Never Eat Alone*





## 3 Strategies for Small Talk Success

### Strategy #2: Take the Pressure Off Yourself

- Set reasonable expectations
- Take your eyes off the prize
- Take the focus off YOU and put it on THEM
- Consider how you can be helpful
- Enjoy the company of others



## 3 Strategies for Small Talk Success

### Strategy #3: Listen More Than You Talk

- Lead with CURIOSITY
- Ask open-ended questions
- Learn things about others that help you be of service
- Not all about WIIFM
- Increases your likeability



## Tonight's Dine-Arounds

- Positive mindset
- Curious about others
- Take small risks
- Make introductions
- Have fun and enjoy one another!



## Build and Nurture Your Network

