



LEADERSHIP  
COUNCIL  
ON LEGAL  
DIVERSITY

## Branding, Networking and Relationship Building

2017 Pathfinder Program



## The Value of Networking



## The Value of Networking

- The opportunity to help others
- Develop *genuine* relationships
- Know, Like and Trust
- “Dig your well before you are thirsty”
- Access to opportunities (projects, jobs, volunteer)
- Discover new ideas
- Gives you choices
- Financial rewards



## You Know It . . . But Are You Doing It Effectively?



## A Compelling Approach to Networking

### SERVICE to Others

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

~ Keith Ferrazzi,  
author of *Never Eat Alone*



## Tips for a Service-Oriented Approach

- Lead with **CURIOSITY**
- Ask open-ended questions
- Listen more, talk less
- Learn things about others to help you be of service
- Be a people connector



## “Branding” for Lawyers



## Networking Success: Shaping Perceptions

“Your brand is what other people say about you when you aren’t in the room.”

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



## Intentional Branding

- Stand out from the crowd
- Not a commodity
- Makes you memorable
- You’re being branded anyway



## Intentional Branding Tips

- **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?



## Branding Action Sheet

How you think you **are** perceived

How you **want** to be perceived

How you can **influence** perceptions



## Networking Your Way

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



## Discussion Groups



## Discussion Questions

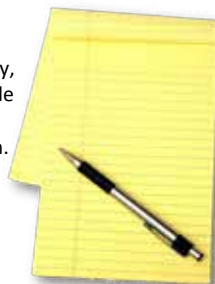
- Tell us about a successful networking experience you had. What made it successful?
- Share an uncomfortable experience. What made you feel that way? What might you do differently next time?
- How can you leverage your unique qualities to be more effective in large groups? Small? One-on-one?
- Share ideas for how you can be of service to others in networking situations.



## 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!



## Thank you!

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