

About the Author

Andrew Elowitz, J.D., M.B.A., N.C.C., is the founder and managing director of **New Actions**, a professional coaching and consulting firm headquartered in Los Angeles. He works with lawyers, other professionals, and executives throughout North America.



After receiving his M.B.A and J.D. degrees from the University of Southern California in 1979, Andrew began practicing business law in Los Angeles, working with clients from Japan, China, Korea, Indonesia, and the Philippines. Working alongside executives of global corporations such as Yamaha, Sumitomo, Mitsui, and Toshiba gave him a firsthand feel for the demands lawyers face when representing clients in global markets and fast-paced environments. It also provided him with a real-world understanding of the challenges lawyers and executives encounter when they manage and lead organizations with diverse corporate cultures.

His appreciation for the importance of leadership development and effective communication deepened during his years as an in-house lawyer, corporate executive, and director. He saw how management skills—such as delegating, giving feedback, building consensus, mentoring others, and developing conflict competence—all contribute to bottom-line results. Changing roles and being the client rather than a lawyer also gave him a fresh perspective on how lawyers can better attract, serve, and relate to their clients.

Drawing on his experiences as both a lawyer and an executive, Andrew established New Actions in 1994 to bring management consulting and executive coaching to what he

perceived was an overlooked and underserved sector of the economy—professionals. He knew that the structure, management, and challenges of professional firms were different from those of businesses selling goods and nonprofessional services, and he recognized that the consulting and coaching needs of lawyers (as well as other professionals) were quite different from those of executives, yet the services they received often didn't account for those differences and truly meet their needs.

Lawyers and their firms remain the core of New Action's client list, which now also consists of professionals in accounting, investment banking, financial services, architecture, consulting, and real estate management firms. Several of Andrew's clients are Am Law 100 law firms and professional firms that have been repeatedly recognized as "Best Places to Work" by the *Los Angeles Business Journal* and "Best of the Best Managed Firms in the USA" by *Inside Public Accounting*. Many of his individual clients are routinely recognized as Super Lawyers and Rising Stars. Over time Andrew's client list has grown from its professional firm base to also include individuals, teams, and business units in high technology, biotechnology, pharmaceuticals, entertainment, manufacturing, distribution, and natural resources companies.

Whether working with lawyers or executives, Andrew's expertise focuses on how people lead, change, strategize, and work together. His consulting engagements with law firms typically focus on issues of strategic planning and implementation; creating environments with high levels of trust and accountability; achieving buy-in and consensus; making communication and collaboration easier and more profitable; reducing turnover, dissension, or conflict; succession planning; mentoring and leadership development; and merging the cultures of different firms and practice groups.

When working with individual lawyers, his coaching usually centers around one or more of the following themes: improving personal performance, effectiveness, and satisfaction; managing time and staying organized; using communication skills to improve accountability and productivity; keeping business development efforts on track; persuading, influencing, and achieving consensus; becoming conflict competent; building strategic relationships inside and outside the firm; leading, managing, and motivating others; directing and inspiring firm-wide change; career direction and strategy; promotions, relocations, and other professional career transitions; and stress, burnout, and other quality of life concerns.

Andrew is regularly invited to present programs to state and local professional associations. His recent programs have focused on law firm leadership, practice management, succession planning, project

management, strategic planning, stress and time management, mentoring, and emotional intelligence. He is active in the California State Bar and is a past chair and current special adviser to its Law Practice Management & Technology Section. His articles have appeared in numerous legal periodicals, and he is a contributing author and editorial board member for the California State Bar's *California Guide to Opening and Managing a Law Office* (2009) and *California Guide to Growing and Maintaining Your Law Office* (2012).

When not helping lawyers, Andrew is a meditator and avid martial artist accomplished in Tai Chi Chuan, Ba Gua, Xing Yi, and Kungfu Weapons Sparring. He has been certified in those disciplines by the Beijing Tai Chi and Kung Fu Academy (www.beijingkungfu.com).

More information on Andrew's current activities, writings, and speaking engagements can be found at www.newactions.com.