Professional Relationships and a Visible Profile:
Two Keys to Your Next Job

Friday, December 9, 2016

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Moderator

Kathy Morris was the founding chair of the Board of the American Bar Association Legal Career Central and remains an Advisor to the LCC as well as a regularly contributing author to the ABA Voice of Experience Magazine. Kathy is a lawyer and longtime career counselor for lawyers and law students through Under Advisement, Ltd., www.underadvisement.com. She can also be found on LinkedIn and tweeting @LawyerCounselor.

Kathy is a former criminal defense lawyer, adjunct professor in ethics at Northwestern Law School, pioneer in the large firm lawyer professional development arena in C-suite roles for firms such as Sidley Austin, and an inaugural Board Member of the Professional Development Consortium. Kathy also created the first Career Resource Center and the web-based Career Advice Series for the ABA.
Faculty

Susanne Aronowitz is a career coach for lawyers. Susanne helps clients find more satisfaction in their professional lives by improving their current role or finding a better fit for their strengths and values. Prior to opening her practice in Portland, OR, she served as the Associate Dean for Law Career Services at Golden Gate University School of Law. She speaks frequently regarding job search and professional development techniques. You can learn more about her at www.SusanneAronowitz.com.

Program Agenda

• New ways to think about networking
• Benefits of building relationships
• Strategies for 1-on-1 and group settings
• Tactics for effective follow up
• Questions
• Takeaways

Poll
JD 2015 graduates were more than twice as likely to find jobs through networking than the next most common source.

--NALP Class of 2015 National Summary Report
36.3% found jobs through referral or self-initiated contact
16.4% found jobs through job listing

Networking is not about selling.
It’s about listening

Don’t focus on what you can get.
Focus on what you can learn.
4 Key Benefits: Professional Relationships

- Market Research/ Hiring Practices
- Learn How to Fill Gaps
- Find Support & Guidance
- Link to Opportunities

Market Research/ Hiring Practices

- What is the work really like?
- What are employers' expectations?
- When and how do employers hire attorneys at your level?
- What is the career outlook in this field?
- What is the typical career trajectory?
- What organizations handle this work?
- How can I best present myself to employers?
- How would an employer respond to my credentials?
- Who else should I talk with?

Learn How To Fill Gaps

- What gaps do I have in my credentials?
- How do you recommend I fill those gaps?
- What professional organizations do you belong to? Why?
- Where do you fulfill your CLE requirements?
- What publications do you read to stay current?
- What kind of experiences should I seek to build my skills?
Find Support and Guidance

• Explore topics of *mutual interest*
• Engage in creative *problem solving*
• Learn how to *connect* with other like-minded colleagues
• Get *advice* on substantive issues you are encountering
• Seek *guidance* on your job search and building your career

Link to Opportunities: Hidden Job Market

• Understanding the *strength of “weak ties”*
• Expand your reach by connecting with other networks
• Increase your *credibility*
• Maximize the *opportunities* you will hear about
• Access *candid advice & connections*

Strength of Weak Ties
Link to Opportunities: Hidden Job Market

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How to Connect

One-on-One (AKA: a conversation)
Logistics: Arranging the Meeting

Step 1: Identify person you want to speak with
Step 2: Send invitation
  • Highlight mutual connections
  • Summarize focus
  • Brief summary
  • Time and place convenient to interviewee
Step 3: If no response, follow up!
Step 4: Send confirmation email 24-48 hours ahead

Preparing For Your Conversation

• What do you want to learn from this person?
• Which of the four themes are you focusing on?
• Design open-ended questions
• Research the interviewee and organization
• Any questions triggered by the research?

The Meeting

• Show appreciation and clarify time constraints
• Conversation:
  • Open-ended questions
  • More listening than speaking
  • Get feedback on resume
  • Recommendations on other people to speak with?
  • Wrapping up the conversation
The Magic is in the Follow Up

- Within 24 Hours
  - Send thank you
  - LinkedIn connection request
- Within 72 Hours
  - Review suggestions & notes
  - Identify action items and take action
- Within 3-4 Weeks
  - Send follow up email with results from tips
  - Do something of value for interviewee
  - Stay in touch every 6 weeks.

Expanding the Conversation to Group Settings

- Bar Associations
  - County/Regional
  - Affinity
  - Practice Area
- Industry Organizations
- Community Groups
- CLE
  - Skill-focused
  - Practice area-focused
  - Law Practice Management

Large Group Setting Survival Tips

- Be prepared
- Bring a buddy
- Read the room; stay focused
- Mind the food and drink
- Nametags
- Remember their name
- Open-ended Q’s (from your prior prep)
- Business Cards
Group Setting Follow-Up Magic

- Make notes of who you met; add to networking log.
- Take action (see below)

For contacts you want to develop
- Send email invitation for lunch/coffee
- LinkedIn connection request

If no immediate interest
- Send follow up email thanking them for the conversation

Stay Organized!

- Be prepared to identify and discuss your goals
- Develop and use a tracking system for contacts & activities
- Schedule periodic follow-up communications with contacts
- Review notes periodically
- Set goals for informational interviews and activities
- Celebrate progress

Feeding the Network

- Informational Interview
- Professional Identity & Community
- Key Association
- CLE Bar Association

www.abalcc.org  @abalcc
Recap of Today’s Program

• Reframe “networking” from selling to **listening & learning**
• Seek opportunities to serve and **add value**
• 4 key ways you **benefit** from a strong network
• Strategies for **one-on-one** and **group** interactions
• **Settings** to connect with attorneys
• Methods for effective **follow-up**
• Staying **organized**

A strong professional network → more credibility and opportunities
Upcoming Career Advice Series Webinars

- Friday, January 13, 2017, 1-2pm ET, How to Fall (Back) In Love With The Law (Practice!)
- Friday, February 10, 2017, 1-2pm ET, Social Media for Lawyers: Gaining the Competitive Edge
- Friday, March 10, 2017, 1-2pm ET, The Science of Storytelling
- Friday, April 14, 2017, 1-2pm ET, Mastering the Art of Success