ABA ALTERNATIVE CAREERS PROGRAM:

“Pouring” Over Your Next Career

Cheryl Rich-Heisler | Lawternatives | February 9, 2018 | 1pm ET

Faculty

Cheryl Rich-Heisler is the president and founder of LAWTERNATIVES, Inc. Heisler received her bachelor’s degree from the University of Illinois College of Communications in 1983 with highest honors and received her J.D. from Northwestern University School of Law in 1986. She practiced corporate law for three years with the law firm of Barton, Murch & Pase in Chicago before leaving the practice of law to pursue a career in brand management within the food & beverage industry, with an emphasis on new & emerging brands across categories such as margarine and Kraft Real Mayonnaise.

Since forming LAWTERNATIVES in 1998, Ms. Heisler has consulted with individual clients at all stages of their career and has lectured to both legal and non-legal audiences on such topics as Reshaping Your Career, Career Changes and Transition and Creativity Beyond the Bar. She has served on numerous boards, including The National Journal, The Political Review, Forbes.com, The Chicago Tribune, the Chicago Sun Times, the National Law Journal, the Chicago Daily Law Bulletin, and Chicago Lawyer.


Ms. Heisler has received numerous honors and awards for her career advice, including "Top 100 Women in Chicago Business" and "Top 30 Women in Chicago Law." She has been named to Crain’s "Who's Who in Management" and "Who's Who in Management and Business." She has been named to Crain’s "Who’s Who in Management and Business," and "Who’s Who in Management and Business." She has been named to Crain’s "Who’s Who in Management and Business," and "Who’s Who in Management and Business." She has been named to Crain’s "Who’s Who in Management and Business," and "Who’s Who in Management and Business." She has been named to Crain’s "Who’s Who in Management and Business," and "Who’s Who in Management and Business." She has been named to Crain’s "Who’s Who in Management and Business," and "Who’s Who in Management and Business."
The “Perfect” Pour

- Served neat (needs nothing)
- Aged, mature
- Pedigreed
- Balanced
- Expensive
- Very rare

The “Blended” Bunch
Vodka
- On The Rocks
- Screwdriver
- Bloody Mary
- Black Russian
- Vodka Collins
- Martini

Law
- Traditional practice areas
  - Sales
  - Business
  - Academia
  - Communications
  - Not-for-profit
- Persuasive/good people skills
- Quantitative/management skills
- Love of learning/teaching
- Facility with words/advocacy
- Passion/desire to give back

"Even notice how "what the hell" is always the right answer."

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Difficulties Identified in Alternative Career Counseling Line Up With the Difficulties Encountered in Career Change:

- Too many students
- Too little time
- Lack of expertise
- Students not coming in
- Lack of motivation
- Lack of self-awareness
- Lack of work experience
- Lack of maturity
- Lack of resources
- Other

Source: NALP 2014 Conference Session Survey
Change The Thinking About Alternative Careers

Extricate
Educate
Empower
Evolve

Equivalent Alternatives


"Men, one, think, what to do."
Cheryl's Recipe for Alternative Career Consulting

- Build ingredients in order listed
- Garnish liberally with transferable skills

Self “Starter” Questionnaire

1. Undergraduate university and major?
   a. Did you enjoy your course of study? Why or why not?
   b. What areas of interest did you NOT pursue, and why?
2. Why did you choose to go to law school?
   a. Why a particular law school?
   b. Which other options/graduate degrees did you consider?
3. Review your prior work history (including summers, part-time jobs, etc.)
   a. Indicate which jobs you liked and why
   b. Indicate which jobs you disliked and why
4. Parents/siblings/Close friends: Occupations?
Self “Starter” Questionnaire

5. Favorite Hobbies?
6. Identify 3 key “personal” values
7. What are the top 3 elements you want from a job/career?
8. What are the top 3 elements you want to avoid in a job/career?
9. What “Dream Jobs” have you ever imagined for yourself?
10. What “Dream Industries” would you like to work within?

Questions?
Upcoming Career Advice Series Webinars

• Friday, March 9, 2018, 1-2pm ET, Shifting Your Interview Mindset

• Friday, May 11, 2018, 1-2pm ET, Advancing Your Career with Emotional Intelligence (Save the Date!)

Upcoming Career Choice Series Webinar

• Friday, February 23, 2018, 1-1:30pm ET, Administrative Law
Chair:
Liz Stone, Stone Legal Search, San Francisco

Advisor:
Mark Weber, Harvard Law School, Cambridge

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