

Friday, September 15 | 9:15 am – 10:15 am

Featured Session

Working in Concert to Elevate Your Brand and Position

Presenters

- Andrew Laver, Porzio Bromber & Newman, P.C.
- Michelle Friends, Kecker, Van Nest & Peters LLP
- Nikki Girard Sherrill, Parker, Hudson, Rainer & Dobbs

Session Overview

Given the amount of noise and chaos in the legal world these days, it should surprise no one that personal branding has taken center stage. Whether you are new to the industry and looking to grow your career or a seasoned roadie looking to take the next step in your world tour, personal branding is the answer. However, with so many different opinions and tunes floating around, it can be hard to know where to begin.

How do you know which lyrics are right for you? How can you ensure your brand is coming across as clearly as possible? How do personal branding strategies impact your professional development and how can you work to ensure all members of your band are singing your praises? Luckily, there are answers. Hear from three seasoned legal marketing and business development professionals who have recently crowd surfed their way into C-suite roles at new firms by not only relying upon their skills and experience, but the support and contributions of their backup singers and fans.

Session Notes

You don't have to do it all at the start of a new job!

"You're doing more than you think." - Michelle

Define your personal brand and let that carry you throughout your career. Attorneys find their niche/brand, we should too.

When looking for new opportunities, ask the right questions and do your research to make sure the firm is the right fit for you. Get a good idea of what the day-to-day of the position entails during the interview process.

Navigating the culture

- Ask a lot of questions and listen
- Learn the culture first then find a way to move the needle a little bit and shape the culture how you want
- Polish the culture, don't destroy and rebuild it

Don't always have to follow linear growth path in your career, need to realize where you are in your life, sometimes taking a step back can help you realize what is important and what you want. C-suite doesn't have to be your final destination.

Build up and lean on your network to get you through the rough days. Recognize when you have too much on your plate and need a break. Take care of yourself, schedule "me" time so you don't get burnt out.

Pivoting is key, you have to be able to change and grow as your career does.