dri™

Defining Your Career

A Professional Growth Workshop for Rising Leaders

Preceding DRI's Professional Liability Seminar | New York, NY

Wednesday,
December 4, 2019
1:00 p.m.–4:30 p.m.

Confidence, branding, and value: building the foundation for sustainable growth. Those who aspire to partnership must balance a variety of skill sets in addition to doing good work for clients; they must become adept at delegation, management, business development, marketing, and executive skills as well. This workshop is designed to provide participants with proven strategies to develop the confidence and competency needed to steward their firms into the future. ***Unlike traditional, more prescriptive programs, this workshop will be interactive and tailored to the specific challenges and needs of the attendees.*** Participants will engage in creative exercises and group dialogues as a means of encouraging each attorney to take more ownership in his or her own professional growth and the future success of his or her firm.

Participants will leave the session having learned how to:

- Develop executive presence and personal branding
- Position yourself as an invaluable trusted advisor
- Think strategically about growing your practice in an efficient and profitable manner

Act now to reserve a spot because space is limited. Seminar attendees pay only $300 ($475 to attend only the workshop). See additional seminar details on the Professional Liability Seminar registration page.

View the seminar brochure and register for the seminar and workshop at http://bit.ly/2TvZqeG

See Wendy Merrill's Q&A on the StrategyHorse program (next page)

Q&A with Wendy Merrill

DRI: We are looking forward to having you present to our members. Can you please share a bit about your workshop?

Wendy: I'm really looking forward to presenting, as well! The workshop will be interactive, engaging participants in fun exercises and group dialogues designed to provide everyone with proven strategies to develop the confidence, leadership skills and business development acumen necessary to steward their firms into the future.

DRI: How is the StrategyHorse program different from other legal marketing and business development seminars?

Wendy: There is no shortage of professional development programs that present attorneys with prescriptive solutions to their growth challenges. Many of these concentrate on teaching sales techniques and networking tips and miss the most important component of smart growth: understanding, defining, articulating, and effectively conveying one's individual value proposition. The only way to secure sustainable growth on both the practice and firm levels is to invest one's time and resources into a growth strategy that is tailored to a lawyer's interests, talents, skills, passion, and personal goals. Applying generic "tried and true" marketing techniques that are not personalized will not prepare younger professionals for the crucial role they will play in the future success of their respective firms. Our workshop employs a unique combination of professional development, business development, leadership development, and stakeholder development—the winning recipe for aspiring rainmakers and ambitious partners.

DRI: In your opinion, what is the biggest challenge younger lawyers face today?

Wendy: According to the attorneys that I work with on a daily basis, their biggest challenge is always time. They feel tremendous pressure from their firms to bring in business, from their clients to deliver on promises made and from their families and friends to make time for them. Throw some extra time required by the firm to perform some leadership duties in their respective practice groups, and you've got a recipe for burnout. The key to balancing everything starts with a professional taking the time to clearly define their "WHY" (their motivation for working so hard) and use this as a guide for prioritization. We will spend a good deal of time during the workshop helping participants to understand, define, articulate, convey and apply their individual value propositions, an essential component for successful business development.

DRI: There is a lot of talk about "executive presence" these days, and I know that you will be addressing this in your workshop. Can you define this term for our members?

Wendy: Many firms think that executive presence is all about firm handshakes and professional attire, and these things are definitely important. However, developing executive presence is more about possessing gravitas, professional maturity, and the ability to communicate effectively and confidently. Many less-seasoned professionals struggle with "imposter syndrome," meaning that they somehow don't believe that they are skilled or qualified enough to "sit at the table" with their more experienced colleagues. To become successful rainmakers and firm leaders, lawyers must be able to command a certain level of respect from their clients, colleagues and peers. This is more about self-confidence and self-awareness, and we will discuss this at length during the workshop.

DRI: What are some of the takeaways workshop participants can expect?

Wendy: Workshop participants will leave the session having learned how to develop their personal brands, position themselves as *trusted advisors*, thoughtfully address their individual challenges and capitalize on their unique strengths, manage their fear of failure, and think strategically about growing their practices in efficient and profitable ways. There will also be a built-in networking component to the program, to help attendees strengthen their relationship-cultivation skills.

DRI: Is there anything attendees need to do to prepare for this session?

Wendy: To get the most out of the program, it would be helpful if registrants took some time to reflect on their individual leadership or business development challenges, as well as some of their successes. Many of the concepts we will be discussing are also covered in my book, *Path to Impact: The Rising Leader's Guide to Growing Smart*, which is available on Amazon.