



Alternative Careers for Legal Career Professionals

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Presented by:

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Cindy Rold is one of fewer than a dozen Platinum Coaches worldwide with the Anthony Robbins Company, the owner of Maverick Coaching & Speaking, and a Relationship Development Coach with Maraia & Associates. Cindy coaches attorneys and other professionals around the world on a wide variety of issues. Cindy is past president of NALP, as well as past president of the Denver Coach Federation (which won best chapter of the year from the International Coach Federation the year she was president). Prior to becoming a coach in 2002, Cindy spent 12 years in law school administration. Cindy received her law degree from Northwestern University and her BA degree magna cum laude from Carroll College.



My Background and Career Path

- Director of Career Services, Northwestern University School of Law
- Assistant Dean for Student Affairs, University of Illinois College of Law
- Assistant Dean for Admissions and Financial Aid, Duke Law School
- Chief Operating Officer, Legal Search Firm
- Associate Dean for Student Affairs, University of Denver College of Law
- Executive Coach and Speaker working with 3 companies – Maverick Coaching & Speaking; Maraia & Associates; Anthony Robbins Company

Possible Jobs

- Executive Director of a legally or non-legally related association
- Jobs within a professional association related to your field (NALP, LSAC – Law School Admission Council, AALS – American Association of Law Schools, Access Group, American Bar Association, local bar associations, Legal Marketing Association, American Counseling Association, National Career Development Association)
- Coach (internal to a firm or external to it – career, leadership, marketing, etc.)
- Consultant (strategic, marketing, talent development, etc.)
- Bar Association
- Director of Legal Recruiting for a company, not a law firm
 - Accenture
 - Abbott Laboratories
- Director of Recruiting for a company and recruit non-lawyers
 - Alix Partners
- Chief Operating Officer
- Human Resources
- Headhunter/Recruiter
- Chief Professional Resources Officer (overall responsibility for all associate related programs including hiring, summer program, professional development and training, evaluations, diversity, pro bono, and associate retention and morale; and overseeing the firm's paralegal program)
- Chief Training and Development Officer
- Director of In-House Training and Career Development
- Senior Consultant and Director of Marketing
- Chief Professional Development & Recruiting Officer
- Chief Marketing Officer



Possible Opportunities in Law Schools

- Admissions
- Financial Aid
- Alumni Affairs
- Development
- Student Affairs
- Registrar
- Student Advising/Mentoring Services
- Disability Services
- Marketing/Communication
- Administration
- Technology
- Legal Writing
- Pro Bono
- Public Affairs/External Relations

Possible Opportunities in Law Firms

- Professional Development
- CLE
- Lateral Integration
- Career Coaching
- Outplacement
- Marketing
- Client Relations/Client Services
- Business Development
- Marketing
- Human Resources
- Web Development
- Diversity/Inclusion
- Alumni
- Library/Technology
- Operations/Administration
- Real Estate



Sample Law Firm Administrative Leadership Jobs (from a law firm's web site)

- Executive Director
- Chief Administrative Officer
- Chief Financial Officer
- Chief Information Officer
- Director of Practice Management
- Chief Marketing Officer
- Chief Business Development Officer
- Chief Human Resources Officer
- Director of Legal Personnel and Recruiting
- Director of Career Development (overall responsibility for the firm's professional development, mentoring and career-counseling programs)

Sample Professional Association Jobs (NALP)

- Executive Director
- Deputy Director
- Finance Administrator
- Director of Education
- Director of Electronic Information Systems
- Director of Meetings and Membership Services
- Director of Public Service Initiatives
- Director of Publications
- Director of Research and Information Resources
- Senior Social Science Researcher
- Assistant Director for Membership and Conference Services & Operations Manager
- Membership and Conference Services Information Specialist
- Operations Assistant
- PSLawNet Fellow



Sample Bar Association Jobs (from a Bar Association's web site)

- Executive Director
- Deputy Executive Director
- Assistant Executive Director
- Director of Finance
- Director of Legislative Relations
- Director Local Bar Relations & Access to Justice
- Director of Law Practice Management
- Program Coordinator
- Director of Communications
- Director of Internet and Technology
- Director of Marketing
- Director of Public Legal Education
- Director of Sections/Committees
- Communication Specialist
- Marketing Specialist
- Membership Manager
- Membership Specialist

CLE Jobs within the Bar Association

- Executive Director
- Assistant Executive Director/Publications Director
- Manager of Media and Web Development
- Legal Editor
- Program Coordinator
- Finance Manager
- Program Attorney
- Manager of Online Content and Development
- Legal Editor
- Managing Editor
- Customer Service Representative
- Order Fulfillment/Shipping Manager
- Desktop Publisher
- Special Projects



- Customer Service/Tech Support

- Special Projects Assistant
- Program Administrator
- Publications Production Manager
- Marketing/Publications Assistant

Publication Jobs within the Bar Association

- Desktop Publisher
- Legal Editor
- Managing Editor
- Specialty Law Editor

Career Paths of Current and Former NALP Members

Director of Career Services, Law School
Assistant Dean for Student Affairs, Law School
Assistant Dean for Admissions and Financial Aid, Law School
Chief Operating Officer, Legal Search Firm
Associate Dean for Student Affairs, Law School
Executive Coach and Speaker, Company

Assistant Director of Admissions & Director of Financial Aid, Business School
Director of Career Services, Law School
Assistant Dean for Law Career Services, Law School
Global Recruiting Manager, Diversity & Law School Outreach, Law Firm

Assistant Dean for Career Services, Law School
Assistant Dean for Administration, Law School
Assistant Dean for Development and Alumni, Law School
Assistant Dean for Student and Diversity Services, Law School
Executive Director, Women's History Museum and Education Center
Assistant Dean, School of Leadership and Education Sciences

Director of Career Services, Law School
Director of In-House Training and Career Development, Law Firm
Executive Director, Continuing Legal Education Center for ABA
Chief Training and Development Officer, Law Firm

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Owner of a Career Counseling Company

Assistant Dean for Career Services, Law School
Career Counselor, Company
Attorney Recruiting and Development Manager, Law Firm

Producer, CLE conferences
Admissions Counselor, Law School
Career Services Director, Law School (same school as above)
Added Alumni Director and adjunct professor to position
Professional Development Manager, Law Firm
Assistant Brewer, Beer Brewing Company
Senior Program Manager for Career Development, Law Firm

Assistant Dean of Students, University (not a Law School)
General Sales Manager, Company
Career Counselor, Law School
Senior Consultant and Director of Marketing, Outplacement Company
Partner, Consulting Company

Assistant Dean for Professional Development, Law School
Legal Recruiting Director, Law Firm

Career Counselor, Law School
Director of Recruiting, Law Firm
Deputy Director, National Association
Career Coach, Company

Degree in HR management
Human Resources generalist, Company
Human Resources, Law Firm
Recruiting Coordinator, Law Firm (same firm as above)
Director of Recruiting and Professional Development, Law Firm (same firm as above)
Director of Attorney Recruitment, Law Firm (different firm)

Director of Career Services, Law School
Director of Legal Recruitment, Law Firm
Principal, Legal Consulting Firm
Assistant Director, Office of Attorney Management, Federal Government (DOJ)



Marketing and Recruiting, Law Firm
Director of Recruiting – started doing summer programs and laterals. Then added Professional Development and evaluations
Director of Legal Recruiting, Large Multinational Consulting Firm
Director of Legal Recruiting and Professional Development, Law Firm
Consultant for NALP
Director of Recruiting, Law Firm

Director of Recruiting, Law Firm
Director of recruiting for in-house attorneys, Pharmaceutical Company

Director of Recruiting and Professional Development, Law Firm
Executive Director, NALP Foundation

Human Resources for IBM - tracking hiring, attrition, and relocation
Recruiting responsibilities for IBM
Corporate College Relations Representative for IBM- coordinated recruiting, marketing and outreach activities for colleges in her territory
Alumni Director and Assistant Development Director, Law School
Assistant Dean for Career Services, Law School (same school as above)
Director of Recruiting and Associate Development, Law Firm
Senior Vice President for the NALP Foundation

Tax Legal Assistant, Law Firm
Recruitment Coordinator, Law Firm (same firm as above)
Director of Recruitment, Law Firm (same firm as above)
People Development Manager, Global Business Advisory Firm
Same duties as at law firm but working with consultants rather than attorneys – recruitment, compensation, evaluation, professional development

Head hunter
Recruiting Director, Law Firm
Chief Professional Development & Recruiting Officer, Law Firm

Career Counselor, Law School
Assistant Dean of Career Services Law School
National Director of Staff Recruitment and Development, Law Firm



Manager of Associate Professional Development, Law Firm
Consultant, Company

Assistant Dean for Career Services, Law School
Executive Director for Legal Personnel, Law Firm
Legal Consultant and Founding Principal, Legal Consulting Firm
Chief Officer for Professional Development, Law Firm
Chief Learning / Diversity / Recruitment Officer, Law Firm

Legal Recruiting Administrator, Law Firm
Manager of Student Affairs, Law School
Career Counselor, Business School
Director of Lawyer Recruiting & Development, Law Firm

Associate Director Career Services, Law School
Employment law attorney – Mountain States Employers Council
Executive Recruiter/ Headhunter
President career consulting/speaking firm

How to Make a Change

- Network extensively within your organization and outside of it.
- Become active in bar associations, city groups, NALP, or other groups outside your employer.
- Become active within your employer - in committees, projects, etc.
- Volunteer for projects or to take on responsibilities outside your job description.
- Accept or ask for higher level tasks.
- Ask for opportunities to supervise, manage, or groom other staff.
- Pay attention to what you're passionate about.
- Figure out your transferable skills.
- Project confidence.
- Believe in yourself and your abilities even if you don't have all the skills the new job requires.
- Publicize your successes.
- Read industry literature.
- Become knowledgeable of legal media.
- Learn the business of law firms and law schools.
- Understand the competition.
- Establish yourself as an expert.
- Speak in front of groups with people you would like to work with.
- Write an article, a column, a blog.
- Consider creating your own job.
- Hone your interviewing skills.
- Be prepared to be the dumbest person in the new organization for awhile.
- Get another degree or additional training.
- Hire a coach.

If you would like coaching to help you make a transition, call me for a complimentary consultation.