

# It's a Small World After All

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IT'S A WORLD OF LAUGHTER, A WORLD OF TEARS  
IT'S A WORLD OF HOPES, AND A WORLD OF FEARS  
THERE'S SO MUCH THAT WE SHARE  
THAT IT'S TIME WE'RE AWARE  
IT'S A SMALL WORLD AFTER ALL

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Walt Disney Parks  
May 28, 1966

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# Roadmap for Today's Program

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- How to identify your firm's brand
- Selling your brand
- Strategies for attracting talent (law school and lateral)

# A QUICK EXERCISE...

## (LITERALLY)

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# Identifying Your Firm's Brand

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- Four questions:
  - Who are you?
  - What do you do?
  - For whom do you do it?
  - Why are you different?

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# Selling Your Firm's Brand

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- Consider an update
  - Logo that reflects who you are

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# Old Logo Versus New Logo

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NEAL ■ GERBER ■ EISENBERG

NEAL ■ GERBER ■ EISENBERG

*One office. Worldwide.*

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# Selling Your Firm's Brand

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- Consider an update
  - Logo that reflects who you are
- Create a campaign
  - Consider advertising outside the legal community

# Create a Campaign



**CENTRALLY LOCATED**

The world is getting smaller, while demand for international know-how grows more critical. Thankfully, our firm is central to your US legal needs. From one office in Chicago, we help clients the world over solve problems throughout America. So you get crucial, on-the-ground advocacy wherever it's required without having to keep track of legal counsel all over the globe.

**NEAL ■ GERBER ■ EISENBERG**  
*One office. Worldwide.*

[www.ngelaw.com](http://www.ngelaw.com)



**IT'S THE 21ST CENTURY.  
DO YOU KNOW WHERE YOUR LAWYERS ARE?**

We have one Chicago office for a reason. You expect full focused attention, with strong relationships attuned to your needs. And when you or your business cross continents, we go wherever you need us to make sure you conduct all of your business with confidence. So while you're making your mark on the world, you'll always know who to call on back home.

**NEAL ■ GERBER ■ EISENBERG**  
*One office. Worldwide.*

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# Selling Your Firm's Brand

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- Consider an update
  - Logo that reflect who you are
- Create a campaign
  - Partner with your marketing team
- Back up what you say
  - Utilize tools such as NALP's COL
  - Dispel myths
- Don't be afraid to be different

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# Don't Be Afraid to be Different

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IT'S TIME  
*for a*  
different  
TYPE *of* FIRM

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# Strategies for Attracting Top Talent

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- Law schools
  - Research law schools
  - Target specific schools for outreach
    - Where do students go after graduation
    - Identifying parallels between law schools and your firm
    - Send attorneys on-campus
    - Support and sponsor student organizations
    - Consider 1L recruiting

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# Strategies for Attracting Top Talent

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- Laterals
  - Interview recent laterals
  - Contact firm alumni
  - Conduct competitive/business intelligence research to identify potential partner candidates
  - Compile information packet tailored for lateral hires
  - Make the move effortless

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# Strategies for Attracting Top Talent

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- Increase the pipeline
  - Consider participating in legal pipeline programs
    - Diversity initiatives can also be met
    - Also reinforces relationships with law schools
    - Supports local communities

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# So...what are you going to do now?

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# Contact Information

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