



Career Services 201: Empowering & Motivating Mid-Career Professionals

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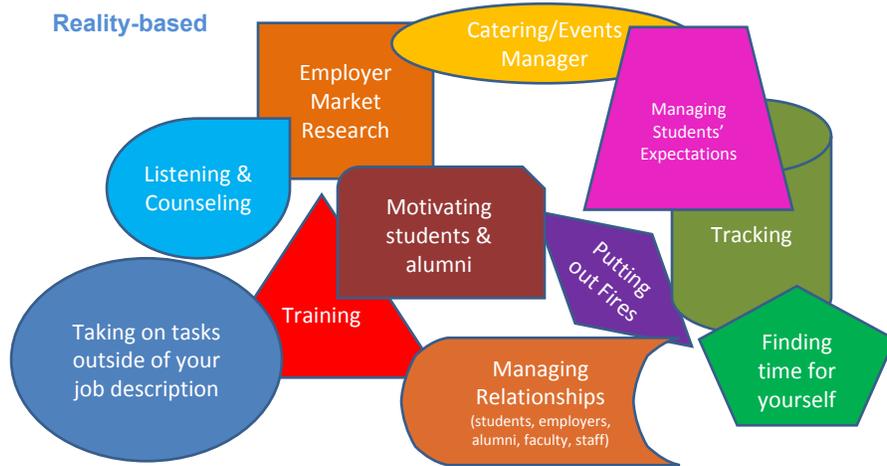
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You know the basics: What's next for your success?

- Making sense of skills and tasks
- Blasting counseling boredom
- Creating paths to promotion #1 and #2
- Reinventing the program wheel
- Burnout: acknowledging & managing it
- Getting involved!

Making Sense of Skills and Tasks #1

Reality-based



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Making sense of skills & tasks #2

From Students' Magical Thinking



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Blast Counseling Boredom

- Remember that every student is unique
- Find a new skill or resource
- Find a new counseling question
- Learn more counseling skills
- Learn more about the business/practice of law

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(New Skill) Spontaneous Interviews: Peculiar part of networking

Elevator speech: candidate's agenda

Spontaneous Interviews – Questioner's agenda

Anytime and anywhere.

How can you help? Create a list of questions and pop them into your student meetings.



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(New Skill) Legal Specialties: know a little bit about a lot of 'em

- Key for credibility.
- Headhunters know a little bit about a lot of practice areas.
- You should, too.

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(New Skill) Legal (& other) business models

- Develop a thorough knowledge of the range of public and private practice business models.
- Tell students that:
 - business models can change at the drop of a hat.
 - business models can change over time.



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Reinvent the program wheel

- Content delivery
 - Weekly workshops with a curriculum. Have CSO and alumni speakers. Publicize the curriculum to students. Create a passport for documentation.
 - Collaborate with alumni/development to source good speakers. (Vet them thoroughly if you don't know them.)

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Source new programs

- At this conference: Ask other CSOs about their year's best & worst programs. Take notes.
- Collaborate with local public and private lawyers to create a professional-skills-based program curriculum. (Don't let the employers high-jack the content with war stories or a non-stop recruiting message.)

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New Collaborations → new programs

- Collaborate with Legal Writing to create a Legal Writing Symposium with judges (ultimate LR customers) delivering the good writing message.
- Enlist Alumni Relations to recruit mentors.
- Consult with Development to create a “Best Practices” lecture series with devoted donors as speakers.(The Dean should host these.)

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Programs: A new view

- Ask a colleague or someone outside of your office to review your programs. Get a fresh eye.
- A webinar may reach busy students who aren't on campus.
- Re-brand while you re-work. Delete references to Ali McBeal. Employ new tech for promotions (Twitter).

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Other voices

- Partner with offices or departments outside of the Law School. Make sure that those speakers endorse your strategies, tips, and tricks.
- Prep your speakers. Tell them to talk about the value of networking and the practical skills that they use – don't let them drone on with war stories.

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Paths to promotion #1 (Traditional paths)

ASK for what you want.
Take on new projects.
Take on supervisory roles.
Take on a leadership role.

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Paths to Promotion #2 (From Public Service)

History

Until recently, long-time CSOs were CSO-lifers or they left law schools.

Today

Some former CSOs are “Dean’s Right Hand.”

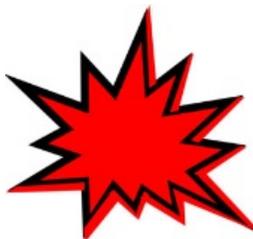
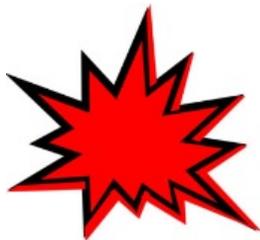
Future

While adding skills to curriculum, deans may see value in Public Service experience/credibility.

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Burnout: Acknowledge it

- Acknowledge stress
- Talk with your colleagues (city groups, consortia or any NALPer)
- Brainstorm within your office



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Burnout Strategies

- Solo office: ask Dean to prioritize. Keep records to show the need for staff.
- Multi-person office: Switch tasks if possible.
- Schedule regular (coffee, donut) breaks.
- Schedule 2x/year review & planning retreats away from the office.
- Institute “Whine Over Wine” events with your staff and with other CSO offices.

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Challenge yourself

- Become the “go-to” person for 1-2 issues (tech, social media, etc.)
- Take on new responsibilities: staff supervision, supporting transfer or LLM students, creating manuals/handbooks for various employment categories (employment, alternative, etc.)

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Get Involved!

Control (part of) your life

- Choose outside activities wisely.
- Take on leadership roles in a city group or create your own network of like-minded, potentially helpful colleagues.
- Volunteer with NALP, ABA, local bar group.
- Ask to partner with other schools.
- Become a mentor.
- Write about & present on your favorite topics.

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Take Care of Yourself

Yes. You. And only you.

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