

GOING THE DISTANCE
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Pitch Perfect: How to Sell Your Small to Mid-Sized Firm to Top Talent

Thursday, April 14 at 10:45 a.m.

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Topics

- Brand
- Candidate Rapport
- Resources
- Candidate Closing
- Retention
- Best Practices

Brand

- Your brand is unique
 - Each firm is different, what makes yours different?
 - Why do you work there?
- Identifying your brand:
 - Culture
 - Practice group strengths
 - Who is successful: Identifying success “stories”
 - WHY are you different?

Candidate Rapport

- The Candidate Connection:
 - Establishing a rapport from Day 1
 - Building relationship/trust with candidate
- Pipelines:
 - Identifying candidates for future consideration
 - Passive candidates
 - Counseling
- Networking:
 - Firm vs. Outside of the firm

Candidate Rapport (cont.)

- Law Schools: The Student Perspective:
 - How firms succeed
 - Missed opportunities
- Staffing Agencies: The Lateral Perspective:
 - How firms excel
 - How firms fall short

Resources

- NALP: Buying power index, associate salary survey, OCI information, diversity statistics, nalpdirectory.com
- Your firm: affinity groups, alumni (where people went), law school peers, administrative departments, referral programs/bonuses
- Law Schools: OCS, affinity groups, alumni boards, counseling students

Candidate Closing

- You as a resource/be their friend – knowing the market (where to live, commute, assisting a significant other with resume or job search, point person for introductions to peers and mentors)
- Firm Contacts: be certain that the firm contacts that engage the candidate are in tune to why the candidate is leaving and what the candidate is looking for
- Millennials – make sure that they are in tune to what is expected of them, like *really* expected of them
- How to break up gracefully – It's not you, it's me; pipelines; word of mouth and reputation

Retention

- Follow up: contact the new employee every 30-60 days after hire (building rapport, future referral source)
- Integration Plan
- Stay Interviews
- Exit Interviews/Departure Counseling

Best Practices

- Follow up with most recent new hires
- Join a Hiring Committee, Diversity Committee, Associates Committee, or ask to be a guest speaker on an occasional basis to provide status update and gain their perspective how to better recruit for *them*, areas of growth/strength/improvement
- Sit with the Hiring Partner or Executive Director for strategic meetings, if applicable and permissible
- Open communication with law schools

Questions?

Contact Information

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