

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.

Holly Barocio, Marketing and Communications Manager, Neal, Gerber & Eisenberg LLP
Anastasia Cappelli, Manager of Recruitment, Stradley Ronon Stevens & Young, LLP
Melissa Lennon, Assistant Dean for Career Services, Temple University Beasley School of Law
Anna Whitener, Recruiting and Professional Development Manager, Dykema Gossett PLLC

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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

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

Retention

- Follow up: contact the new employee every 30-60 days after hire (building rapport, future referral source)
- 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

Questions?

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Contact Information

Holly Barocio
Marketing and Communications Manager
Neal, Gerber & Eisenberg LLP
312.269.8065
hbarocio@ngelaw.com

Anastasia Cappelli
Manager of Recruitment
Stradley Ronon Stevens & Young, LLP
215.564.8609
acappelli@stradley.com

Melissa Lennon
Assistant Dean for Career Services
Temple University Beasley School of Law
215.204.7892
melissa.lennon@temple.edu

Anna Whitener
Recruiting and Professional Development
Manager
Dykema Gossett PLLC
210.554.5217
AWhitener@dykema.com

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