

# GOING THE DISTANCE

#nalpANNUAL



## Be the Captain of Your Ship:

### Navigating the Next Stage of Your Recruiting Career

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# Program Objectives

Today's program will provide you with the tools to

- ❖ Carve out a niche for yourself
- ❖ Become a go to
- ❖ Gain visibility
- ❖ Enhance your personal brand



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# Carving Your Niche

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## The basics

- ❖ Become a “student” of your firm
- ❖ Perfect your elevator pitch
- ❖ Take it all in—read, read, read
- ❖ Volunteer for the task that nobody else wants to do
- ❖ Demonstrate integrity—regardless of the job



# Becoming a Go To

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Knock their socks off

- ❖ Say yes—attitude is everything
- ❖ Speak to add value, not to increase your air time
- ❖ Learn everyone's style
- ❖ Be responsive
- ❖ Build trust with your business services colleagues
- ❖ Cultivate relationships with laterals



# Gaining Visibility

Get noticed—now!

- ❖ Block in attorney time
- ❖ Know your office culture
- ❖ Be vocal about wanting more
- ❖ Attend non-recruiting firm events
- ❖ Ask to be included
- ❖ Dress like a leader



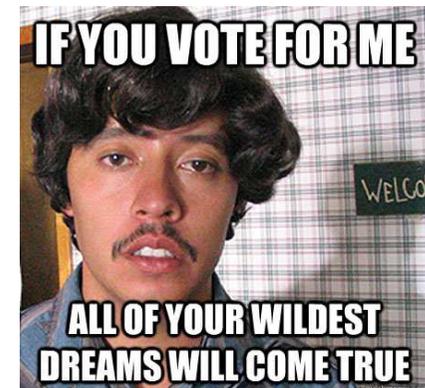
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# Enhancing Your Personal Brand

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## Invest in yourself

- ❖ Remember, networking is WORK
- ❖ Find mentors
- ❖ Get involved with city groups and NALP
- ❖ Run for an elected position
- ❖ Make time for your own development



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# Tips, Takeaways, and Best Practices

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- ❖ Become a “student” of your firm
- ❖ Take it all in: read, read, read
  - ❖ NALP Weekly Digest and the *Bulletin*
  - ❖ Firm press releases and any correspondence from Business Development
  - ❖ *Chambers, Vault*, the NALP Form
  - ❖ *The Wall Street Journal, The Economist*, and *The New York Times* (particularly the DealBook section) often highlight matters that your attorneys are working on
- ❖ Set Google alerts
- ❖ Start with “yes, and,” and not “no, but”
- ❖ Be your team’s eagle eyes—print, proofread, and proofread again
- ❖ Dress for the job you want
- ❖ Find a NALP or city group mentor

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