



ABR (Always Be Recruiting)!

Ideas to get me started.	In a week	In a month	In 6 months
Reach out to career services team at a law school.			
Consider target undergraduate schools to partner with to increase brand awareness of my firm.			
Assess existing ability to track and connect with prospective candidates (Flo Recruit, spreadsheets, etc)			
Encourage my attorneys to be active law school alumni, participate in bar organizations, take out prospective candidates to coffee.			
Work with my PD or Business Development & Marketing team to create programming for attorneys on networking and creating their “recruiting” elevator pitch.			
Calendar reminders to share openings on LinkedIn and encourage others within the firm to share as well.			
Work with my Business Development & Marketing team to create a cheat sheet of talking points attorneys can reference when speaking to potential clients or prospective candidates. The cheat sheet should include notable recognitions, list of VIPs, and a summary of DEI initiatives.			
Call my favorite search firm(s) to share our “nice-to-have” candidate profiles as well as appropriate strategic growth plans for partner level candidates. Connect in-person, if possible.			
Review my LinkedIn network and reconnect with notable alumni from my current firm and strong performers at previous firm(s).			
Solicit “fun facts” from attorneys and staff on what makes my firm stand out.			
Develop my general candidate pitch.			
Establish reoccurring meetings with firm leadership and practice group chairs to discuss both short-term and long-term strategic growth goals.			