

# Holistic Onboarding Scenarios

Here are three programs that law firm Carew, Brodin and Schultz is planning. Can you think of ways to integrate some of the concepts we discussed into them?

1. **Managing your Workload** - This program is designed to equip junior lawyers with the essential skills and strategies needed to effectively manage their workload in a demanding legal environment. Participants will learn practical techniques for prioritizing tasks and managing time efficiently.

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2. **Communicating with Clients** - This program is designed to help lateral associates enhance their client communication skills, which are crucial for building strong client relationships and delivering exceptional legal services. Participants will learn advanced techniques for effective communication and will also become acquainted with strategies for understanding client needs, setting expectations, and providing timely updates.

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3. **Business Development for Newly Promoted Partners** - This program is designed to help newly promoted income partners develop the skills and strategies necessary to build a robust network of potential clients. Participants will learn effective networking techniques, how to leverage existing relationships, and the importance of personal branding. The program will also cover best practices for identifying and pursuing new business opportunities, both online and offline.

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# Holistic On-Boarding Speaking Engagements

## Making Personal Finance Approachable

Founder of the financial education company Financial Education First, Eryn Schultz is a CERTIFIED FINANCIAL PLANNER®, in-demand speaker and Harvard MBA who helps individuals take charge of their financial futures. Schultz has spoken to organizations including Cooley LLP, Blank Rome LLP, Women @ Google, and Stanford Business School. She breaks intimidating topics like investing into easy-to-digest bites.

*“This was a terrific presenter who touched on many different areas in a short amount of time...I've been to several financial planning programs during my time at the firm, this one stands out above others.” Cooley LLP 2024 survey respondent*

Financial literacy can help attorneys and staff at multiple points in their careers. Below are suggested events for different periods in an individual’s career:

### **New Attorney On-Boarding:**

#### **Workshop Topic: How to Smash Your Money Goals**

When starting a big law job, many new attorneys have competing financial goals and are not sure where to start. Should they pay off student loans or invest for retirement? What about buying a house? This session covers: a framework for prioritizing financial to-dos; Retirement benchmarks to tell if you’re on track and an exercise to calculate your current retirement savings percentage; the power of HSAs and 401Ks and the impact of tax-free or tax-deferred growth; When to pay off debt quickly and when to go slowly depending on your interest rate.

#### **Workshop Topic: Investing Through Volatility**

Many new hires know they SHOULD invest but are not sure where to start. This session reviews the mechanics of Target Date Funds, how to build a diversified portfolio, why you can’t time the market, and how average returns can make you a multi-millionaire.

### **New Partner On-Boarding:**

**Workshop Topic: How to Read a Balance Sheet, Income and Cash Flow Statement.** This session reviews the three main financial statements and key metrics to know and understand. As attorneys join boards and attempt to influence the bottom line of the firm and non-profits they advise, this session will help individuals understand the financials and take action.

**Workshop Topic: Managing Your Finances as a Law Firm Partner.** The transition from associate to partner leads to a large change in how individuals are compensated. This session will review common pitfalls that trip up partners including paying estimated quarterly taxes, partner and firm 401K contributions, and managing spending around variable compensation.

*"I really appreciated the "How to Make a Money Plan," especially as someone who is very new to this field and working for the first time. There were a lot of practical tips!" Ice Miller LLP new hire post-event survey*

**Other Seminars & Classes offered by Her Personal Finance:**

- **Savvy Student Loan Strategies.** Student loan debt can be a huge source of stress. This 1-hour session will review a framework for when to pay off student loans quickly and when to go slowly, how to evaluate refinance options (e.g., a lower interest rate versus a higher monthly payment), and when it makes sense to invest for retirement or a house down payment before paying off debt.
- **Our flagship [money bootcamp](#).** This live class starts with spending and covers investing, retirement, pre-tax versus Roth, spending, student loans, and everything in between.
- **Managing Money with Kids.** This session covers different vehicles for saving for college, benchmarks for how much to save, insurance questions, and how to balance investing and saving for retirement with the real costs that come with being a parent.

**Contact Eryn** via email ([eryn@fedufirst.com](mailto:eryn@fedufirst.com)) or by phone at (713) 851-4096.

# EsquireWell

## Program Guide

Spring/Summer 2025



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Partner with Kendra and the EsquireWell team of experts to elevate events such as:

- CLE programs and workshops
- Partner offsites or strategy sessions
- Associate development forums
- Firmwide well-being initiatives
- Summer associate onboarding experiences
- Women's events or retreats
- Practice group team-building days
- Client appreciation events
- Bar association conferences
- Professional development series
- Leadership academies or programs
- Alumni engagement events for firms or law schools

EsquireWell's work lives where professional excellence and personal well-being meet at the intersection of **practicing well**, **leading well**, and **living well**.

Develop the mindset and skills to practice with impact

Support resilience, awareness, and lasting success



Develop leaders, grow client relationships, and build a thriving culture

# Meet our Founder and CEO Kendra Brodin, Esq. MSW

## The leader in well-being and emotional intelligence for the legal profession.

Kendra Brodin is redefining success in the legal profession - one that integrates well-being, emotional intelligence, leadership, and client development. With a Juris Doctor from the University of Minnesota, a Master of Social Work from the University of Pennsylvania, and more than 20 years of experience in legal professional development, Kendra brings a unique and powerful blend of legal, well-being, and leadership expertise.

From private practice and law schools to recruiting and coaching, Kendra has dedicated her career to helping legal professionals build the personal insight and professional skills needed to lead effectively, serve clients exceptionally, and build fulfilling, sustainable careers. She has partnered with AmLaw 100 firms, boutique practices, and top law schools to elevate leadership, strengthen client relationships, and create people-centered, high-performing teams.

What sets Kendra apart is her deep understanding of how thriving individuals create thriving organizations. She helps legal professionals live well, lead well, and practice well—building careers and cultures where people flourish and success endures.



## What People Are Saying:

“

Highly recommend Kendra for the practical info mixed with the heart work that many of us lawyers put on the back burner ... especially when we get super busy.

– Managing City Attorney

“

Kendra knows how to speak so lawyers will listen, and I know that our firm benefited greatly from her presentation. Anyone thinking about hiring Kendra should absolutely do so - you won't regret it!

– Director of Professional Development

# Our Team of Experts



## **Dr. Jagdeep Bijwadia**

Dr. Jagdeep Bijwadia is Chief Medical Officer of Happy Health, leading its integrated sleep health solutions. He previously founded SleepMedRx and is board-certified in Internal Medicine, Pulmonary Medicine, and Sleep Medicine. Dr. Bijwadia serves as Assistant Professor at the University of Minnesota and has been recognized as a Top Doctor by Minneapolis/St. Paul Magazine and U.S. News & World Report.



## **Catherine Duncan, MA, BCC**

Catherine Duncan, MA, BCC is an Integrative Spiritual Consultant with deep experience in chronic illness, life transitions, grief, and loss. She integrates spiritual direction, energy healing, EFT, and neuroplasticity training in her work. A former hospice chaplain, she now practices with MN Personalized Medicine and in private practice. Catherine is the author of *Everyday Awakening: Five Practices for Living Fully, Feeling Deeply, and Coming into Your Heart and Soul*.



## **Henry Emmons, MD**

Henry Emmons, MD, is a psychiatrist who integrates mind-body therapies, mindfulness, and neuroscience into his clinical work. He is co-founder of [NaturalMentalHealth.com](http://NaturalMentalHealth.com), offering trusted resources and holistic products to build resilience at any age. He also created [JoyLab.coach](http://JoyLab.coach), a podcast and online program blending science and soul to cultivate joy. Henry is the author of *The Chemistry of Joy*, *The Chemistry of Calm*, and *Staying Sharp*.



## **Missy Chase Lapine, JD**

Missy Chase Lapine is a New York Times bestselling author, certified Functional Health Coach, Harvard-trained culinary coach, and founder of *The Sneaky Chef®* cookbook series. A former practicing lawyer, she leads workshops and coaching on lawyer well-being for top law firms, sharing practical, sustainable strategies to boost health and performance. Missy collaborates with leading functional medicine doctors and has been named one of the Top 20 Most Influential Moms in Food.

# ESQUIREWELL PROGRAMS

<u>PROGRAM NAME</u>	<u>PRACTICE WELL</u>	<u>LIVE WELL</u>	<u>LEAD WELL</u>
	PROFESSIONAL DEVELOPMENT	PERSONAL DEVELOPMENT & WELL-BEING	LEADERSHIP & BUSINESS DEVELOPMENT
Achieving Eustress: Where Stress, Performance, and Well-Being Meet	✓	✓	
The Art of Difficult Conversations: From Tension to Productive Communication	✓		✓
Better Together: Making the Most of Mentorship in the Legal Profession	✓		✓
Business Development from the Inside Out: Growth Mindset and Well-Being for Lawyers	✓		✓
The Case for Emotional Intelligence in the Legal Profession: What it is, why it matters, and how to develop it	✓	✓	✓
The Critical Link: How Well-Being Drives Career Fulfillment and Job Performance	✓	✓	
Culture of Caring: Foundational Mental Health Support for Legal Teams	✓		✓
Growth Mindset: From Fixed Thinking to Flourishing in Legal Practice	✓	✓	
Having What Matters: Defining Purpose and Success in the Legal Profession		✓	

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	PROFESSIONAL DEVELOPMENT	PERSONAL DEVELOPMENT & WELL-BEING	LEADERSHIP & BUSINESS DEVELOPMENT
How Lawyers and Legal Professionals Can Unlock the Power of Sleep to Thrive in Work and Life	✓	✓	
Keeping Your Cool: Emotional Regulation for Resilience and Results in the Legal Profession	✓	✓	✓
The Legal Mind: Applying Neuroscience to Build Resilience, Productivity, and Well-Being	✓	✓	
Mastering Your Time: Manage Your Calendar, Maximize Your Productivity, & Hit Your Deadlines with Less Stress	✓	✓	
The Power of Belonging: How Feeling Connected at Work Helps You Thrive Personally and Professionally	✓		✓
Taming the Digital Dragon: Improve Your Focus and Productivity While Reducing Stress	✓	✓	
Thriving with ADHD: Understanding the ADHD Brain, Supporting Neurodiverse Colleagues, and Fostering Success in the Legal Profession	✓	✓	✓
Unmasking Imposter Syndrome: From Self-Doubt to Self-Confidence in the Legal Profession	✓	✓	
Winning with Wellness: Due Diligence for Your Diet to Boost Focus and Performance	✓	✓	

# Program Descriptions

Practice Well. Lead Well. Live Well.



## Achieving Eustress: Where Stress, Performance, and Well-Being Meet



In the high-pressure world of law, not all stress is harmful - some of it can actually help you thrive. This program explores eustress, the “good stress” that fuels motivation, performance, and well-being. Since stress is inevitable in the legal profession, let’s stop calling it “stress management” and start learning how to harness it. You’ll leave with a new mindset and practical strategies to turn everyday pressure into a powerful tool for personal and professional growth.



## The Art of Difficult Conversations: From Tension to Productive Communication



Difficult conversations are a reality in the legal profession, but they don’t have to be destructive or draining. With the right tools, legal professionals can transform challenging interactions into productive, constructive conversations that build trust and move work forward. This program teaches emotionally intelligent communication strategies that turn tension into clarity, conflict into collaboration, and everyday dialogue into a driver of stronger relationships and better results.



## Better Together: Making the Most of Mentorship in the Legal Profession



Mentoring is most powerful when both mentors and mentees show up with intention, curiosity, and clarity, and this program helps you do just that. Whether you’re a mentor, a mentee, or both, you’ll learn how to build stronger relationships, avoid common pitfalls, and create meaningful, growth-oriented conversations. Through real-world examples and practical strategies, we’ll explore how mentorship can sharpen your communication, deepen emotional intelligence, and elevate leadership on both sides of the relationship. It’s time to make mentorship a two-way street that benefits everyone involved.



## **Business Development from the Inside Out: Growth Mindset and Well-Being for Lawyers**



Effective business development starts from within - with a strong growth mindset and a foundation of personal well-being. This program empowers lawyers to reframe challenges, embrace learning, and approach client development with greater confidence, clarity, and resilience. Discover how mindset and well-being together create a powerful strategy for building authentic relationships and growing your legal practice - sustainably and successfully.



## **The Case for Emotional Intelligence in the Legal Profession: What it is, why it matters, and how to develop it**



Emotional intelligence (EQ) is our ability to recognize, understand, and manage our own emotions and influence those of others, and it's a key predictor of success in the legal profession, yet it's often overlooked. This engaging and research-backed session explores how strengthening your EQ can improve client relationships, enhance team dynamics, and boost both your professional effectiveness and personal well-being. You'll gain practical tools for emotional regulation, learn how lawyers compare to other professionals on EQ, and discover strategies for cultivating a more emotionally intelligent legal culture. It's time to add EQ to your legal toolkit.



## **The Critical Link: How Well-Being Drives Career Fulfillment and Job Performance**



The legal profession demands peak performance, but too often at the cost of personal well-being. This practical, science-based program explores the powerful connection between emotional health, cognitive performance, and professional success. Participants will gain actionable strategies to reduce stress, boost resilience, and build a sustainable foundation for thriving in law and life.



## **Culture of Caring: Foundational Mental Health Support for Legal Teams**



The legal profession demands peak performance, but too often at the cost of personal well-being. This practical, science-based program explores the powerful connection between emotional health, cognitive performance, and professional success. Participants will gain actionable strategies to reduce stress, boost resilience, and build a sustainable foundation for thriving in law and life.



## **Growth Mindset: From Fixed Thinking to Flourishing in Legal Practice**

When legal professionals embrace a growth mindset, they become more resilient, adaptable, and effective in the face of challenges. This empowering program explores how shifting your mindset can fuel continuous learning, strengthen client relationships, and enhance personal and professional success. Learn how to navigate setbacks, lead with curiosity, and unlock your full potential in law and beyond.



## **Having What Matters: Defining Purpose and Success in the Legal Profession**

In the fast-paced world of legal practice, it's easy to lose sight of what truly matters. This reflective and practical program helps lawyers and legal professionals reconnect with their core values, clarify their sense of purpose, and define what success means on their own terms. Through guided exercises and thoughtful discussion, participants will explore how aligning daily decisions with deeper values can lead to greater fulfillment, resilience, and impact. Because in the end, it's not about having it all; it's about having what matters.



## **How Lawyers and Legal Professionals Can Unlock the Power of Sleep to Thrive in Work and Life**

Sleep is the ultimate performance enhancer, yet too many lawyers and legal professionals sacrifice rest in the name of productivity—at the expense of their health and success. Join lawyer well-being expert Kendra Brodin and renowned sleep physician Dr. Jagdeep Bijwadia as they reveal why quality sleep is essential for sharp thinking, resilience, and top-tier performance. You'll learn why high achievers struggle with sleep, practical strategies to rest better starting tonight, and when it's time to seek professional help. Walk away ready to reclaim your energy, well-being, and excellence—both in and out of practice.



## **Keeping Your Cool: Emotional Regulation for Resilience and Results in the Legal Profession**

In the high-pressure world of legal practice, staying emotionally regulated is essential for clear thinking, sound decision-making, and strong professional relationships. This practical, engaging session explores how emotional regulation and emotional intelligence work together to help you respond - rather than react - under stress. You'll gain tools for staying calm during difficult conversations, handling feedback with confidence, and modeling steady leadership in fast-moving environments. The result? Better decisions, stronger teams, and a more respectful, resilient firm culture.





### **The Legal Mind: Applying Neuroscience to Build Resilience, Productivity, and Well-Being**



In this engaging program, Kendra Brodin, Catherine Duncan, and Dr. Henry Emmons combine their expertise in law, neuroscience, and integrative health to help legal professionals strengthen their minds and thrive under pressure. Drawing on the latest science-backed research, this session explores how the brain responds to stress and how legal professionals can build resilience, enhance focus, and improve overall well-being. Designed specifically for the legal field, this program empowers attendees with a deeper understanding of how to optimize their performance while protecting their mental health.



### **Mastering Your Time: Manage Your Calendar, Maximize Your Productivity, & Hit Your Deadlines with Less Stress**



This practical and energizing program is designed specifically for lawyers and legal professionals who want to manage their time more effectively and feel less overwhelmed. It combines mindset shifts with legal-specific strategies to help you increase productivity, reduce procrastination, and meet deadlines with less stress. You'll walk away with tools to prioritize more effectively, handle competing demands, and create a time management system that supports your success and well-being. It's time to take control of your calendar and your peace of mind.



### **The Power of Belonging: How Feeling Connected at Work Helps You Thrive Personally and Professionally**



Belonging isn't just a feel-good concept - it's a powerful driver of well-being, engagement, and performance in the legal profession. This dynamic, interactive program unpacks why feeling connected at work matters and how it fuels collaboration, creativity, and resilience. You'll leave with practical tools to help create a more inclusive culture where legal professionals can thrive personally and professionally.



### **Taming the Digital Dragon: Improve Your Focus and Productivity While Reducing Stress**



In a world engineered for distraction, legal professionals are feeling the strain—reduced focus, lower productivity, and higher stress. This session offers practical, research-based strategies to help you reclaim your attention, use technology more intentionally, and feel more present in your day-to-day work. With tools from neuroscience, mindfulness, and digital design, you'll learn how to work smarter, not just harder - and feel better while doing it.



### **Thriving with ADHD: Understanding the ADHD Brain, Supporting Neurodiverse Colleagues, and Fostering Success in the Legal Profession**



Designed specifically for the legal profession, this engaging and empowering program helps lawyers and legal professionals navigate ADHD with more clarity, confidence, and support. Whether you're living with ADHD, leading someone who is, or supporting a colleague or family member, you'll gain insight into the unique challenges and powerful strengths of the ADHD brain. Led by Kendra Brodin and Dr. Henry Emmons, this customizable experience blends science, strategy, and support - offering everything from CLEs to coaching and co-working. It's about more than managing ADHD; it's about thriving with it.



### **Unmasking Imposter Syndrome: From Self-Doubt to Self-Confidence in the Legal Profession**



Self-doubt doesn't just affect confidence; it impacts performance, decision-making, and results. This program unpacks the science behind imposter syndrome in the legal profession and offers practical strategies to recognize it, reframe it, and overcome it. You'll learn how to shift from self-doubt to self-assurance, feel more confident in your abilities, and perform at your highest potential while feeling better about yourself along the way.



### **Winning with Wellness: Due Diligence for Your Diet to Boost Focus and Performance**



Your brain is your most valuable asset in the legal profession so what you eat and drink matters more than you think. Even mild dehydration and poor nutrition can drain your energy, cloud your thinking, and diminish your performance. Led by Missy Chase Lapine, known as The Functional Health Coach, this energizing session will show you simple, satisfying ways to fuel your body and sharpen your mind with hydrating water infusions, brain-friendly foods, and quick tips to avoid energy crashes. Walk away with practical strategies and easy recipes to stay sharp, focused, and at the top of your game.

# Build your learning pathway with EsquireWell

Partner with EsquireWell to design a powerful, customized experience by bundling topics around a unifying theme to spark deeper engagement and lasting impact.

## Well-Being Series: Cultivating a Resilient Legal Practice

Help your team build habits for health and high performance! Your well-being workshop series could include:

- The Critical Link: How Well-being Drives Career Fulfillment and Job Performance
- Eustress: Tap into the Positive Effects of Stress to Improve Your Work and Life
- EsquireSleep: Unlock the Power of Sleep to Thrive in Work and Life
- Unmasking Imposter Syndrome: From Self-Doubt to Self-Confidence in the Legal Profession

## Leadership Development Series: Building Effective Legal Leaders

Empower rising and established leaders to lead with impact! Your leadership workshop series could include:

- Culture of Caring: Foundational Mental Health Support for Legal Teams
- The Case for Emotional Intelligence: What it is, why it matters, and how to develop it
- Better Together: Making the Most of Mentorship in the Legal Profession
- The Power of Belonging: How Feeling Connected at Work Helps You Thrive Personally and Professionally

## Professional Skills Enhancement Series: Enhancing Legal Expertise

Build core strengths for communication, confidence, and resilience! Your professional skills enhancement series could include:

- Unmasking Imposter Syndrome and Self-Doubt in the Legal Profession
- Using a Growth Mindset to Excel in Every Area of Your Practice and Life
- The Legal Mind: Applying Neuroscience to Build Resilience, Productivity, and Well-Being
- Having What Matters: Defining Purpose and Success in the Legal Profession

## Business Development Series: Strategies for Legal Practice Growth

Strengthen business-building skills across your team! Your business development series could include:

- Business Development from the Inside Out: Growth Mindset and Well-Being
- Keeping Your Cool: Emotional Regulation for Resilience and Results in the Legal Profession
- The Art of Difficult Conversations: Transforming Tension into Productive Communication

# Additional Training Options

## **Facilitated Focus Group Discussions**

Create opportunities for honest, small-group conversations with thoughtfully selected team members to uncover what's happening beneath the surface—especially around managing competing demands, navigating stress, and supporting personal well-being. With Kendra as a skilled and trusted facilitator, these discussions create a safe space for sharing personal challenges, giving candid feedback, and exploring what individuals truly need to thrive. By tuning in to these real experiences, your organization gains powerful insight into the deeper challenges your people are facing and can take meaningful steps toward building a culture rooted in empathy, openness, and collective well-being.

## **Participating In or Moderating Panel Conversations**

Hosting a firm-wide panel conversation can be a powerful way to highlight important topics. But when internal leaders are leading the discussion, team members may hold back from speaking openly. Inviting Kendra to serve as an external moderator creates a neutral, trusted space that encourages candid dialogue and meaningful engagement on the issues that matter most.

## **Leadership Development Sessions**

Investing in the next generation of leaders isn't just good for individual career growth - it's essential for the long-term strength and sustainability of your organization. This Leadership Development Series is designed as a high-impact, multi-session experience for rising stars and high-performing professionals. It goes beyond technical skills and management training to cultivate the mindset, self-awareness, and interpersonal skills required to lead with authenticity and resilience in today's evolving professional landscape.



# Coaching



## 1:1 Coaching

Empower your top talent to thrive—and stay—by offering personalized, high-impact coaching tailored to their growth. One-on-one coaching provides lawyers and legal professionals with the focused support they need to navigate challenges, sharpen their leadership skills, and unlock their full potential.

It's not just an investment in professional development; it's a powerful signal that your firm values and prioritizes the well-being and success of its people. Partner with Kendra and the EsquireWell team to design a coaching experience that strengthens leadership potential, boosts performance, and reinforces your firm's commitment to developing the people who drive your success.

## Group Coaching



Client Growth Strategies



Resilience and Well-Being



Imposter Syndrome



Authentic Leadership Skills



Effective Team Management



Emotional Intelligence

# Testimonials From Coaching, Training & Workshop Participants



Kendra's guidance has been invaluable in helping me discern direction and make decisions professionally and personally!

Rising Partner, Coaching Client



Kendra was informative and authentic and created a space for attendees to be curious and share their experiences. I look forward to working with her again!

Director of Talent Development



I heartily recommend Kendra to any person or organization looking to reinvigorate their leadership acumen in effective, practical ways!

Senior Legal Counsel



Our firm would welcome the opportunity to host Kendra again and explore more of her range of important and engaging topics in the future!

Recruiting Manager



Kendra's presentation was exactly what our team needed—engaging, insightful, and immediately applicable. She has a rare gift for making complex topics like emotional intelligence and leadership both practical and inspiring.

Director of Well-Being



Kendra lights up the room with her energy and expertise. Our attorneys walked away not just informed, but truly motivated to lead and live well. We can't wait to bring her back!

Chief Talent Officer

The logo for EsquireWell, featuring the word "ESQUIRE" in a dark blue serif font and "WELL" in a brown sans-serif font.

# ESQUIREWELL

Practice, Lead & Live Well

Kendra Brodin, Esq., MSW

[WWW.ESQUIREWELL.COM](http://WWW.ESQUIREWELL.COM)