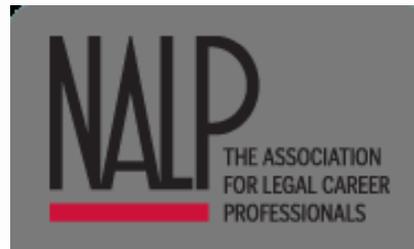




# PATHWAYS TO LEADERSHIP: HOW TO ADD VALUE TO YOUR ORGANIZATION AND MANAGE YOUR CAREER

PRESENTED BY EVA WISNIK TO:



NALP MEMBERS

OCTOBER 14TH, 2010



EVA WISNIK  
WISNIK CAREER ENTERPRISES, INC.  
E: EWISNIK@WISNIK.COM  
WWW.WISNIK.COM

Our Goal is to Help You Achieve Your Goals®  
[www.wisnik.com](http://www.wisnik.com)

# ABOUT THE SPEAKER



Eva Wisnik, President of Wisnik Career Enterprises, Inc., is the former Director of Recruitment and Training for Schulte Roth & Zabeland Cadwalader, Wickersham & Taft, based in New York City. Over the past 13 years, she has worked with over 100 law firms, including 74 of the AmLaw100.

Eva has conducted over 600 training programs for attorneys on topics that include Interviewer Training, Business Development Skills, Time Management and Myers Briggs. Her goal is to help law firms develop their talent and service their clients most effectively.

Eva holds an MBA in Marketing from Fordham University and a BA in Psychology from Barnard College. She is certified in the Myers-Briggs Type Indicator and the Hay Group's Emotional Intelligence Inventory.

Wisnik Career Enterprises, Inc. is based in New York City.



# 10 STRATEGIES FOR ADDING VALUE & MANAGING YOUR CAREER

# ADDING VALUE AND MANAGING YOUR CAREER

1. Know Your Firm's/School's Business
2. Know Yourself and Your Role within the Organization
3. Its About the Client
4. Show Them the Evidence
5. Invest in a Value Added Project
6. Become an Invaluable Member of Your Firm/School
7. Position Yourself for Advancement
8. Expand Your Career Without Leaving Your Firm/School
9. Achieve Professional Visibility
10. Take Practical Action Steps

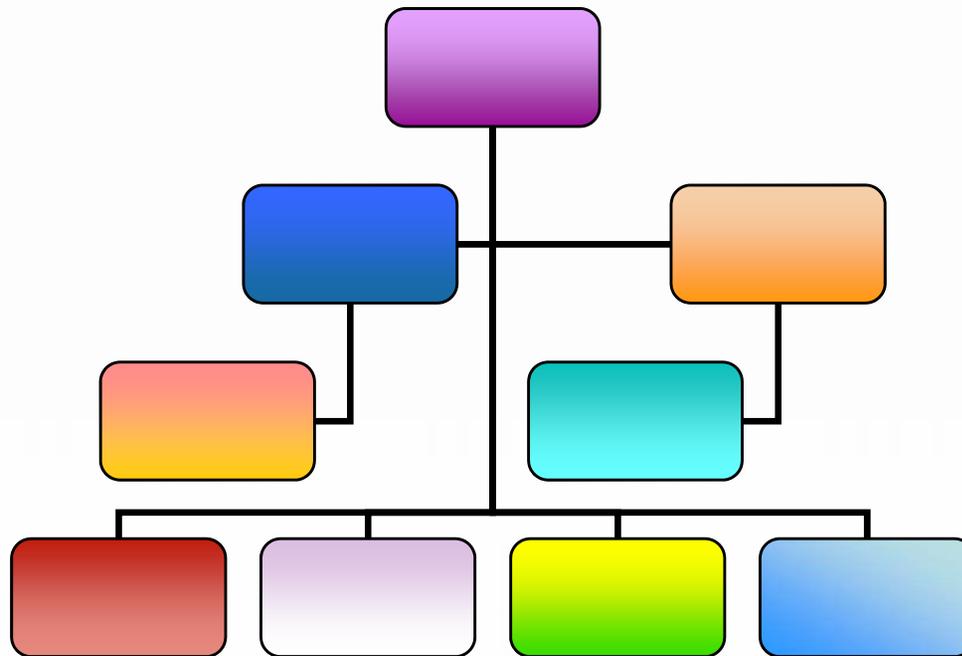
# I . KNOW YOUR FIRM'S/SCHOOL'S BUSINESS

- Understand the long term strategy and business objectives
  - Know the organization's goals
  - Review your Firm/School website and strategic plan
- Understand the specific services your Firm/School provides
  - Know what others are saying about your Firm/School
- Understand how your Firm makes money or School attracts the best talent



## 2. KNOW YOURSELF AND YOUR ROLE WITHIN THE ORGANIZATION

- Update your job description
  - What are the core competencies needed?
- Listen to understand what your Firm/School leadership values most



# 3. IT'S ABOUT THE "CLIENT"

- Who are your Firm's/School's biggest competitors?
  - What differentiates your school from it's competitors?
  - Who are the Firm's 50 top clients?
- What services do clients want from your organization?



# WHAT CLIENTS WANT

How can you help hire and train attorneys so they are of greatest value to you your clients?

- Business knowledge training to help your lawyers understand their clients industries and issues
- Project management skills
- Communication and general management skills



# WHAT STUDENTS WANT

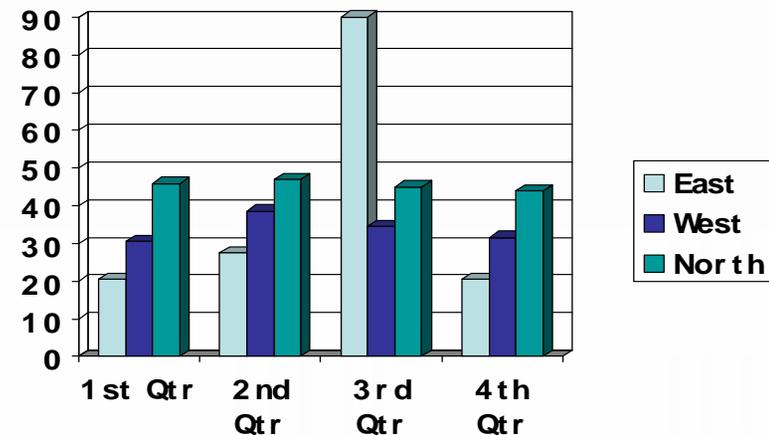
How can you help your students acquire skills that will help them land jobs?

- Understanding the current job market and where the opportunities are
- Getting practical Internships
- Acquiring relationship building skills so they can develop new business



## 4. SHOW THEM THE EVIDENCE

- You manage what you measure
- Use metrics to show your value
- Share articles, industry reports, surveys with your decision makers
- Write a pre-review memo



# ANALYZE YOUR STATISTICS FOR 2009\*

## Examples:

### Nationwide 2009

- 83.5% of Call-Back invitations were accepted
- 36.4% of Call-Backs resulted in offers
- 42.8% of Offers were accepted

### Mid-Atlantic 2009

- 80.8% of Call-Back invitations were accepted
- 38.9% of Call-Backs resulted in offers
- 37.4% of Offers were accepted

### Mid-Atlantic 2008

- 70.3% of Call-Back invitations were accepted
- 49.3% of Call-Backs resulted in offers
- 27% of Offers were accepted



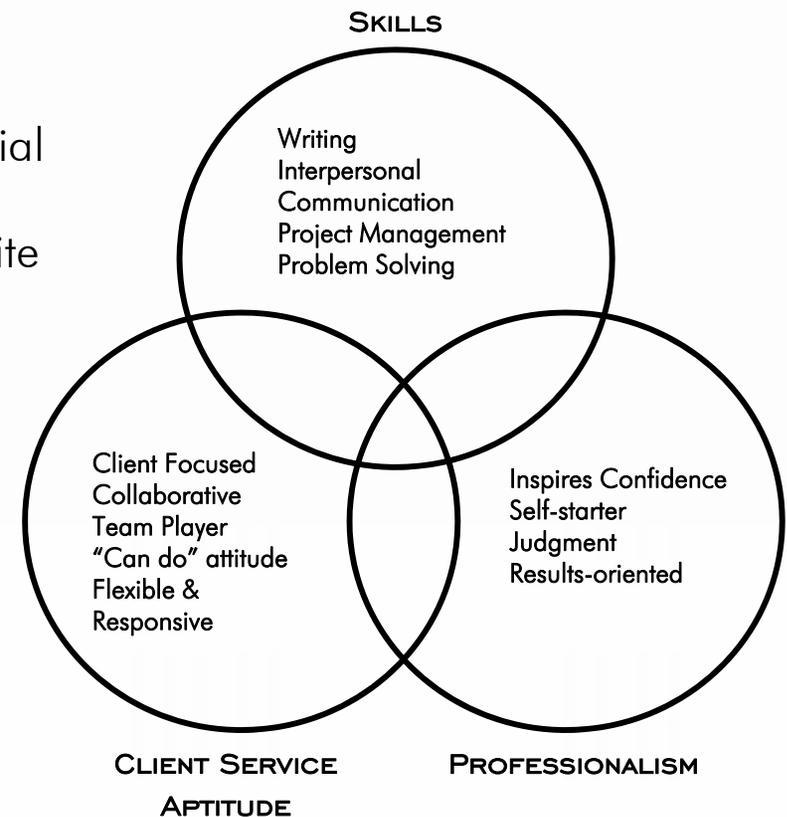
# 5. INVEST IN A VALUE ADDED PROJECT

- Choose a project that will provide an opportunity for you to showcase your skills, add value and grow professionally.

- Examples:

- Start a secondment program with key clients
- Develop a program on professional use of Social Networking sites
- Create a recruiting blog or Q&A on your website
- Launch a core competency study

Wisnik's Core Competencies for Marketing/Business Development Professionals  
Competencies = Skills, Aptitude and Professionalism



# 6. BECOME AN INVALUABLE MEMBER OF YOUR FIRM/SCHOOL

- How can I become a “trusted advisor” to my supervisor?
- How do I market my knowledge/skills without stepping on anyone’s toes?
- What resources do I have within my position to acquire information and develop skills?
  - Internal resources
  - External resources



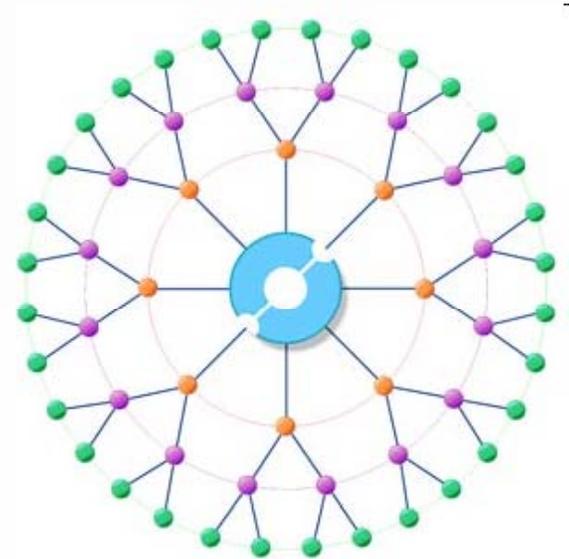
# 7. POSITION YOURSELF FOR ADVANCEMENT

- Who are the important players?
- How and when do I approach the conversation of advancement?
  - In this economy?
- If there are no advancement opportunities within my organization, what do I say?
  - What are my options?



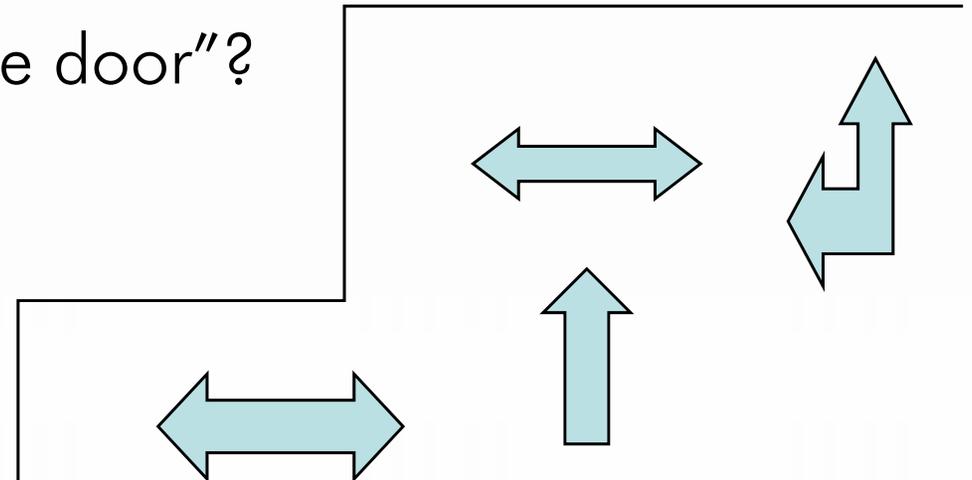
# 8. EXPAND YOUR CAREER WITHOUT LEAVING YOUR FIRM/SCHOOL

- What if my Firm/School has limited room for advancement?
- How do I grow and learn in a position I've held for many years?
  - Career development does not have to mean changing organizations



# How Do I TRANSITION?

- What skills and core competencies do I need to highlight or develop?
- What qualifies me for different careers?
  - Recruiting?
  - Professional Development?
- How do I “get my foot in the door”?



# 9. ACHIEVE PROFESSIONAL VISIBILITY

- Market your skills to others at the Firm (i.e. intern in another department)
- Write an article for *Legal Times*, *Law Journal*, NALP on recruiting issues
- Attend local group meetings
- Offer to spend some time with a client to help them with their recruiting
- Speak at an industry conference



# 10. TAKE PRACTICAL ACTION STEPS

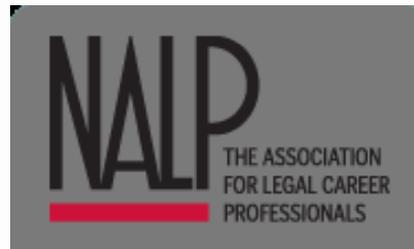
## Pathways to Leadership: How to Add Value to Your Organization and Manage Your Career Action Plan

<u>Know Your Organization</u>	<u>Know Yourself</u>	<u>Know Your Statistics and Industry Trends (Cold)</u>	<u>Your Career Action Plan</u>
What is the organization's strategic plan?	What are the 2 core competencies of which you are proudest?	What are your statistics for the 2009 recruiting season?	What projects do you want to complete by December 15 <sup>th</sup> ?
What are the key services your department provides?	What 2 core competencies would you like to develop further?	How do they compare to 2008? To your competition?	What will you do to increase your professional visibility in 2011?
How can you contribute to the goals of those services?	What competencies are of the most value to your organization?	What do you recommend for the future?	How will you increase your overall value to your organization?
<b>ACTION:</b> Ask two decision makers questions to help you understand how you can add value.	<b>ACTION:</b> Ask your organization's leaders what competencies make professionals indispensable.	<b>ACTION:</b> Review NALP <i>Perspectives on Fall 2009 Law Student Recruiting</i> .	



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