

3 RULES TO SUCCEED IN LAW TODAY

As the host of the Business Developers Network, an internet radio I had as a guest, Jake Evans, a Senior Associate at Holland & Knight, a global law firm with 1,300 attorneys and approximately \$1bn in revenue. Jake had graduated law school only seven years ago. I was curious to learn from a millennial's point of view what Jake knew to rise in professional stature relatively quickly. Jake provided pragmatic advice that worked for him and could be a template for any aspiring attorney whether they are interested in becoming a sole practitioner to joining a large and prestigious law firm.

1 Know Thy Self

By the time you are in law school, you know your physical capabilities and limitations. An average runner can run a mile in nine to ten minutes may never run a four-minute mile; however, s/he can build endurance and may be able to run a 4-hour marathon. Ask yourself what are you exceptional at and what can you offer that others cannot? Are you good with details? Do you like writing? Are you comfortable with confrontation? Do you consider yourself a creative person? You have a better opportunity to be successful doing what you like and evolve with what you are good at.

Having the right 'mindset' is a key to being successful according to Carol Dweck, the acclaimed author of *Mindset*.^{*} Ms. Dweck writes a 'fixed mindset' that accepts perceived limitations can limit growth potential while a 'growth mindset' that is open to grow out of their comfort zone by learning something new can expand it.^{*} The importance for having discipline to work hard and purposefully cultivate self-improvement cannot be stressed enough to be prepared for whether starting your own firm, a job offer or when a profitable opportunity presents itself.

Networking Tips for the Uninitiated

- Be authentic to who you are
- It's not about 'you'
- Be interested and listen to understand what is important to them
- Follow up with a meeting acknowledgement

2 Know When and How to Move On

It has been reported that millennials are wired to look for new opportunities.^{**} There are several considerations when you no longer feel fulfilled working in your law firm. Look for a law firm that can accommodate your growth and has depth in your area of expertise. That could be a smaller firm that specializes in your area of expertise or a much larger firm that offers expanded disciplines along with a geographical advantage of having national or global office locations.

Accessing the possibilities for becoming a partner has its advantages as well as liabilities. A service partner's income may be capped, but partners are expected to earn their income placing a greater emphasis on performance for achieving positive results for clients, which is why the points mentioned in #1 for improving a

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<https://probusinesschannelusa.com/jake-evans-senior-associate-holland-knight-on-business-developers-network/>

skillset like creativity to be able to craft a novel approach to a case are important.

3 Know How to Develop Business

Law is a business. Many people do not realize that most attorneys are an independent business. Their value to their firm is relative to the revenue they generate and that is true whether they are a sole practitioner, work in small firms, and especially true if they are working in a large firm.

Building relationships through networking takes time and may be a task that makes you feel uncomfortable, however it is necessary to grow your prospects and secure business. Again, refer to the points in #1 advising to work hard and get out of your comfort zone.

Like all talents, networking can be learned. It helps to remember that other people are attending a networking event to network, too which makes it more conducive for you to introduce yourself. A separate article can be written for the art of networking and building relationships, however a few pointers for effective networking are in a side bar.

Today, value-based selling is more in favor than the transactional precepts for Marketing & Sales. Value-based selling provides a rationale for the advantages for a company's products/services. Remember when you are networking, you are a sales and marketing representative and you also need to differentiate yourself. An effective way to do that is to practice the precepts for NetWeaving: A belief that trusted relationships are created by connecting people with someone whom they would benefit meeting or providing people with valuable resources.

Conclusion

In conclusion, Jake's advice could have been given by Benjamin Franklin; certain truths are just inalienable.

References

^{*}Carol Dweck, the author of a series of books about 'Mindset' describes two mindsets: fixed and growth. ^{**}Millennials Aren't Afraid To Change Jobs, And Here's Why Sarah Landrum; Forbes, Nov 10, 2017

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