



LAWSCOPE COACHING, LLC  
EXECUTIVE CAREER COACHING FOR THE LEGAL PROFESSION  
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## **BRIEF OUTLINE FOR CREATING A STRATEGIC and POSITIVE-MINDED NETWORKING ACTION PLAN**

### **I. NETWORKING AND BUSINESS DEVELOPMENT GOALS START WITH CAREER SELF-ASSESSMENT**

- A. *What are my key strengths?***
- B. *What are my core professional values?***
- C. *For what elements of my practice am I most highly regarded?***  
Oral advocacy?  
Writing?  
Public Speaking?  
Interpersonal Skills?  
Business or strategy acumen?  
Perfectionism, excellence, attention to detail?  
Leadership/ Mentoring?
- D. *In what ways are both my strengths and values expressed or manifested in my work?***
- E. *What elements of my practice produce my greatest sense of accomplishment?***  
Particular clients?  
Particular types of work?  
Intellectual challenges?  
Leadership Opportunities?  
Work Style ie. Solo projects, team projects,



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- F. What do I have to gain if I increase my professional visibility?***
  
- G. How important is it to me to develop a strong network and increase my business development efforts and why?***
  
- H. How much time and effort am I willing to dedicate to increasing my visibility?***
  
- I. What are the top three internal obstacles to increasing my networking, business development efforts?***
  
- J. What or who has helped me in the past bypass or overcome professional obstacles?***
  
- K. What are three negative associations that I have with the word “business development” or “networking”?***
  
- L. What three positive associations do I have with the words “business development” or “networking”?***



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## **II. NETWORKING AND BUSINESS DEVELOPMENT MISSION STATEMENT:**

A mission statement is a written articulation of your potential and it expresses your unique purpose for any goal you wish to achieve. The process of constructing this statement is that it forces you to think seriously about the vitality of your career and to clarify your long term direction.

Using the three positive associations that you listed above please write a short mission statement regarding your business development and networking objectives.

*“My business development /networking mission is to.... (No more that 30 words)*

Using the list of strengths and values listed above please provide evidence for your mission statement by writing in the present tense:

*“I am in control of my career and choosing to increase my professional visibility because I believe....*

*“I am committed to increasing my professional visibility and network because....*



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### **III. NETWORKING AND BUSINESS DEVELOPMENT ACTION PLAN;**

SELECT A PARTICULAR VENUE FOR INCREASING YOUR PROFESSIONAL VISIBILITY based on what you are likely to enjoy most or based on strengths, skills and values you listed above.

#### **A. *WRITE ARTICLE, NEWSLETTER, OR OTHER PIECE***

IDENTIFY LONG TERM GOAL TO BE ACCOMPLISHED WITHIN 6 MONTHS:

SHORT –TERM TIME TABLE:

#### **B. *PUBLIC SPEAKING OR PRESENTATIONS***

IDENTIFY LONG TERM GOAL TO BE ACCOMPLISHED WITHIN 6 MONTHS:

(Be specific: What ASSOCIATION, WHICH COMMITTEE)

SHORT –TERM TIME TABLE:



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***C. PROFESSIONAL ORGANIZATIONS:***

IDENTIFY LONG TERM GOAL TO BE ACCOMPLISHED WITHIN 6 MONTHS:

SHORT –TERM TIME TABLE:

***D. COMMUNITY ORGANIZATIONS:***

IDENTIFY LONG TERM GOAL TO BE ACCOMPLISHED WITHIN 6 MONTHS:

SHORT –TERM TIME TABLE:



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***E. FIRM LEADERSHIP***

IDENTIFY LONG TERM GOAL TO BE ACCOMPLISHED WITHIN 6 MONTHS:

SHORT –TERM TIME TABLE:

***F. SOCIAL RELATIONSHIP DEVELOPMENT***

IDENTIFY LONG TERM GOAL TO BE ACCOMPLISHED WITHIN 6 MONTHS:

SHORT –TERM TIME TABLE:



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**IV. NETWORKING ACTION PLAN AND TIME TABLE**

**A. *I WILL CONTACT THE FOLLOWING POTENTIAL CLIENTS:***

<b>NAME</b>	<b>ACTIVITY</b>	<b>TIMEFRAME</b>
1)		
2)		
3)		

**B. *I WILL CONTACT THE FOLLOWING EXISTING CLIENTS:***

<b>NAME</b>	<b>ACTIVITY</b>	<b>TIMEFRAME</b>
1)		
2)		
3)		

**C. *I WILL CONTACT THE FOLLOWING PEOPLE WITHIN MY FIRM:***

<b>NAME</b>	<b>ACTIVITY</b>	<b>TIMEFRAME</b>
1)		
2)		
3)		



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***D. I WILL CONTACT THE FOLLOWING POTENTIAL REFERRAL SOURCES:***

<b>NAME</b>	<b>ACTIVITY</b>	<b>TIMEFRAME</b>
1)		
2)		
3)		

***E. ONCE I CONTACT THE PEOPLE ABOVE I WILL FOLLOW UP IN THE FOLLOWING WAYS:***

<b>NAME</b>	<b>ACTIVITY</b>	<b>TIMEFRAME</b>
1)		
2)		
3)		



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## **V. FINAL TIPS ON PROFESSIONAL VISIBILITY, NETWORKING AND BUSINESS DEVELOPMENT**

*All successful people have a long term action plan, short term action plan and accountability structure.*

*Never too late to build a network!*

*Introverts are excellent networkers because they develop deep authentic relationships with people and are usually a great source of referrals.*

*Developing a powerful network takes time, energy and investment. This is a long term objective.*

*Success is a function of knowing your strengths and values and using them to forward your goals and objectives.*

*Be clear on the reasons why you want to make time for developing your network and to increasing your professional visibility because there will be challenges along the way. Your self-assessment and mission statement will ground you and motivate you in times of doubt or complacency.*

*Start with increasing your visibility by doing activities that you enjoy or that play to your strengths and values.*

*Make networking and connecting with people part of your Professional Habits that you do everyday.*



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*Overcome obstacles my enlisting mentors, advisors, loved ones,  
friends in helping you achieve your goals.*

*Networking and business development is a SKILL that needs to be  
honed and perfected with KNOWLEDGE. Commit to reading,  
learning, attending seminars that will develop your skill, knowledge  
and confidence in your ability to network and generate business.*