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Program Title:

The Shingle Approach to Career Management

Program Description:

Perhaps the most important piece of career advice I give to any attorney, whether new or seasoned is to think about their career as if they were a solo practitioner. I ask them to imagine that they are hanging up their own shingle, starting their own practice and, in essence, solely responsible for their livelihood. This approach helps attorneys feel they own their career completely.

As with anyone starting a new business, developing a business plan is critical. You need to think about the product you're selling, who you're selling it to (both internal and external clients), how you're going to sell it, who your competition is, and who you will enlist to help you sell it. Investing the time to do a business plan shows organization of thought and effort and exudes professionalism. It inspires faith and loyalty in customers that lead to repeat business—the goal of any business owner.

It is not enough, however, to create a business plan and stick it in a binder somewhere. The key components of any sound business plan--stellar work product and exceptional customer service (which in the context of both internal and external clients typically involve teamwork)--need constant work and refinement. In addition to walking attorneys through how to create a business plan, this workshop teaches the art of soliciting feedback and of identifying, inspiring and training one's own mentors, two key tools for any business.

A persistent complaint at most law firms is that attorneys do not get enough feedback or mentoring—and this complaint is not likely to lessen with the current generation out of law school. The Shingle Approach helps shift participants from an entitlement mentality to an empowerment mentality that ensures they'll get the feedback and mentoring they need to keep their business thriving. Attorneys dedicated to the success of their business plan will understand the importance of investing time in these activities and appreciate the competitive advantage consistent mentoring and feedback provides.

Give your attorneys a helpful tool to take ownership of their careers by implementing a business plan to ensure success.

Program Length/Size:

Two hours for up to 30 participants per workshop.

Target Audience:

Ideal for summer and first-year associates or for new hires in general. Content can also be adapted for all levels of associates and partners at law firms and managers, directors and administrators at other types of professional service firms or organizations.

Content:

- What is the Shingle Approach?
- What are the components of a business plan?
- Why is it important to have a business plan?
- Who is your market?
- Who is your competition?
- How will you get feedback on the health of your business plan?
- How will you carry out your business plan?
- What is the “Credibility Bank” and how can it help you carry out your business plan?
- How will you sustain your business plan?
- How will you enlist others to help you carry out your business plan?

Components:

- Before the workshop, participants will fill out an exercise to help prepare them to take on writing their business plan.
- Suggested competencies for attorneys (level specific) to incorporate into their business plan. These can be combined with or replaced by your firm’s established competencies/skills lists.
- Writing a business plan.
- Feedback and mentoring best practices.
- List of suggested readings and resource materials.

Optional Components for Additional Cost:

- Pre-workshop survey of up to fifteen internal resources (for example, Associates, Recruiting, Training and Development, Diversity Committee members, targeted partners, practice leaders, and executive committee members) soliciting specific competencies, traits, and attributes they are seeking in participants (level specific).
- Can be combined with Myers Briggs Personality Type Indicator ® results and feedback session. Adds one hour onto the workshop.
- Individual one hour one-on-one coaching sessions for each participant specific to their business plan.
- The Shingle Approach Workshop is a nice complement to the Positive Professional Brand Workshop.