

## MM#2 Chat: Modules 3 and 5 Takeaways

01:29:24	Alexandra DeFelice:	Ask probing questions. Be curious about their business.
01:29:26	Timothy Crosby:	In the people business, that provides legal service.
01:29:29	Kelly Bridgeford:	Elevator pitch v. conversation starters.
01:29:30	Kaley Green:	More probing questions to pull out the 'wow' factor or opportunity
01:29:33	Madeline Saxton:	Expand on the wow factor. Be authentic.
01:29:33	Jenna Fraser:	Making our attorneys write down their goals!!
01:29:35	Anna-Lesa Calvert	I like the idea of conversation starters.
01:29:39	Emily Woloschuk:	Importance of authentic coaching; having those tough conversations and how to reframe them if needed.
01:29:39	Kimberly Kortash:	Starting memorable conversations.
01:29:42	Grace Antonucci:	Netter conversation starters.
01:29:44	Amy Melby:	Identifying your brand and the ways that you can review it.
01:29:44	Alex Yoder:	External Brand and Internal Brand. Attorney I'm working with has great internal brand. We need to work on asking internal champions for next steps to get more intros.
01:29:46	Amanda:	Accountability.
01:29:52	Aliki Pappas:	Power is in the recovery, not the hit.
01:30:01	Kaylee Webster:	Ideas for how attorneys can create more authentic bios that are representative of not only their skills, but the value they bring to teams.
01:30:02	Emily Woloschuk:	Also LOVE the how to start a memorable convo. The examples super helpful.
01:30:03	Julianna Wittig:	Wow Factor and Authenticity.
01:30:08	Denise A. Lee:	Wow factor was the biggest takeaway -- in our breakout @Jenna Fraser talked about a "trigger list" which was really great - thank you, Jenna
01:30:14	Kathleen M. Glass:	The wow factor!
01:30:17	Susan Slifer:	Loved the "super serving" concept. Enjoying this program and input from all colleagues!
01:30:38	Octavia S. Litvinov:	The importance of being a good conversationalist (as a BD prof. I have the gift of gab) not everyone does. Having prompts is great for those that maybe need help.
01:30:44	Lisa Jones:	Building internal brand and more follow-up with clients on matter debriefs or general check ins.
01:30:45	Laura Pickert:	If a system feels purely administrative, it risks falling by the wayside for a lot of lawyers. Finding tools that can help gamify or otherwise keep the process interest-based are important to ensure consistency and make BD tracking as much a priority as the client work itself.
01:30:58	Jocelyn:	Work to your strengths.