

## Mastermind #3

### Top Takeaways from the Mastermind #3 Breakouts

#### Top Takeaways from the Discussion

1. Strengthening Internal Networks and Personal Branding
  - Mining internal networks was emphasized as a key strategy for business development (BD) and marketing teams. Participants discussed organizing contacts into cluster categories to make outreach more personal and specific—for example, identifying who knows clients in a conference city before an attorney visits.
  - Participants highlighted the power of combining the professional and human sides of branding. Attorneys who share their personal interests—like cooking contests—are more memorable and approachable. A strong internal personal brand can make cross-selling and collaboration more natural across practice groups.
2. Cross-Selling and Collaboration Within Firms
  - The group stressed the importance of knowing what colleagues actually do and enjoy doing, not just what's listed on their bio. BD professionals can play a vital role in connecting attorneys and facilitating internal collaboration (“cross-tell to cross-sell”).
  - One story underscored the danger of poor internal communication: a client visited a firm, and 11 uncoordinated lawyers appeared in the meeting, leaving a bad impression. Clear internal coordination is essential to delivering a unified client experience.
3. The BD Team as Internal Connectors and Communicators
  - BD and marketing professionals act as the “connective tissue” within the firm—helping align internal efforts, resolve overlaps, and ensure consistency in client outreach and proposals.
  - Their ability to navigate internal networks prevents duplication and confusion, and ultimately serves the client better.
4. Overcoming Attorney Reluctance Through Value-Focused Outreach
  - Many attorneys hesitate to cross-sell because they fear bothering clients. One success story involved reframing outreach as a gift—offering training or resources of genuine value. This shift helped attorneys engage clients confidently and even generated new work.
5. Coaching Attorneys: Meeting Them Where They Are
  - A recurring theme was meeting attorneys where they are. Some think best short-term (“who should I meet next?”), others long-term (“I want to be a thought leader”). Coaches can build momentum by starting with each attorney’s comfort zone and gradually guiding them toward strategic alignment.
  - This individualized approach makes coaching more effective—and more rewarding—than rigid templates. As David Freeman summarized, it’s about finding your way to where they want to go through where they are now.

Overall Insight The conversation underscored that business development success depends on human connection—inside and outside the firm. Empathy, curiosity, and collaboration are as critical as strategy. BD and marketing professionals serve as both connectors and coaches, helping attorneys grow relationships authentically by integrating who they are with what they do.

#### More Takeaways from the Chat:

Kristo Sween:	Play the long game.
Laura Pickert:	Reacted to "i think another thin..." with 👍

Madeline Saxton:	cross tell
Andrea Christman:	The value of giving scripts, questions and messages for them to use.
Timothy Crosby:	One size approach does not fit all - tailor your approach to meet your prospects where they are at.
Emily Woloschuk:	lateral integration
Alexandra DeFelice:	baby steps
Brooke Banker:	What we can do in the present as opposed to long term. Build that foundation.
Aliki Pappas (she/hers):	mining internal networks, teaching one another about who you are
Christian Grande:	Learning from breakout session: Conference coffee is usually terrible, so find someone and take them out to buy them a good coffee and start a conversation.
Lisa Jones:	Building your internal network and giverpreneur
Kaley Green:	The idea of 'gifts" how you can give them to the lawyer and they can pass them along
Kaylee Webster:	mining internal networks!
Jenna Fraser:	remember that internal network and recognize that your attorneys might need more help in that area than you think!
Martha Barrios:	The value of the internal network and creating a gift.
Octavia S. Litvinov:	utilize internal networks for someone that is struggling with connecting on external resources.
Jocelyn:	You can overcome your Nots with gift
Kelly Bridgeford:	grouping contacts in your network
Aliki Pappas (she/hers):	what is your topic of ownership?
Andrew Katznelson:	provide OFTs to make partner touchpoints easier
Denise A. Lee:	celebrating smaller wins - baby steps
Susan Slifer:	Loved Jenna's chat idea above..
Leanne O'Hagan:	Use amplifiers!
Alex Yoder:	gifts
Lindsay Vest:	the power of internal networks
Lauryn N. Dultz:	a gift doesn't have to be a tangible item