



*"Justice should be blind, but your career path shouldn't be."*

## Beyond Networking: Successful Career Strategies For Law Firm Associates

Learn to Manage Your Career Effectively

*One-Day Workshop*

### Who Should Attend?

This workshop is created by a practicing attorney who was an associate for eight years, and is specifically designed to help attorneys who want to learn how to:

- Become an associate for the first time
- Maximize their chances of making partner
- Move to a different firm
- Practice law, but not at a firm
- Stop practicing law

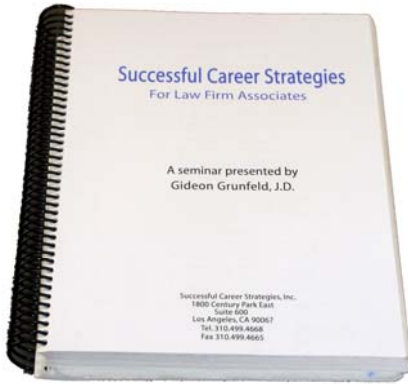
The Beverly  
Hilton Hotel  
Los Angeles  
July 31, 2004

Enroll Today

### You will learn:

- The three most (and least) effective job search techniques.
- The five steps to overhauling your resume
- How to avoid the most common interview mistakes
- How and when to work with the legal recruiters
- Ten questions you must know the answers to before accepting any job
- How to determine how long you should stay at your current position
- How to distinguish among law firms and find one that's right for you
- The most effective ways to start the process of joining the ranks of those who have stopped practicing law
- How to avoid the single most common mistake made during salary negotiations
- The three questions you must answer to determine your salary needs

A fast-paced, interactive one-day workshop created and presented by Gideon Grunfeld, J.D.



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*One-Day Workshop*

### What You Will Learn

#### **I. Finding Your Direction**

- Understanding the hidden forces that shape law firms
- Two minute drill: assess your current firm
- How is your firm assessing you?
- The three avoidable mistakes that prevent good lawyers from making partner
- Determining if or when to leave
- Handling layoffs and other involuntary departures

#### **II. Exploring Your Options**

- Seven characteristics of any position
- 30 minute pathfinder: identifying your "must haves"
- How to tell law firms apart
- Finding attorney positions in the government and at nonprofits
- Identifying in-house corporate positions
- Joining the ranks of those who have left the practice of law
- Seven commonly-held myths about starting our own business

#### **III. Getting Where You Want To Go**

- Communicating what you want
- Essential rules for finding what you need--the most effective search techniques
- Resume triage--30 minute resume overhaul
- Interviews: understanding your role
- Interviews: avoiding the five most common mistakes
- The first two minutes: real-time interview practice
- Salary negotiations: the one question you should not answer

#### **IV. Overcoming Obstacles**

- Dealing with anxiety and other internal constraints
- Money matters and other external constraints
- The essential financial rules of career transitions

#### **V. Assembling Your Team**

- Identifying and contacting allies
- The role of family and friends in career transitions
- The care and feeding of head hunters

#### **VI. Putting It All In Perspective**

#### **VII. Taking Your Next Step**

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## Do You Believe Any Of These Five Common Job Search Myths?

- You must stay at your job a minimum amount of time.
- You resume must indicate your official job title or the one that appears on your business card.
- Your resume should be organized in reverse chronological order.
- Your friends and family are the best sources for career advice.
- Sending resumes to positions listed on the Internet is the most effective method to find a new job.

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## A Personal Message from Gideon Grunfeld

The legal landscape is changing dramatically. On the one hand, associates have more attractive opportunities and options available than ever before. In many firms, it is increasingly lucrative to be a partner. And associates that don't become partners don't have to leave, as was the norm for many decades. In addition, the options outside firms are multiplying. The caliber of in-house positions continues to improve. And lawyers can more readily transition to positions, both in and outside the law, in the government, nonprofits, and start-ups.

But there are also new challenges on the horizon. Billable hours requirements are increasing. The chances of becoming partner are decreasing. The pressure to perform is higher than ever and dissatisfaction is widespread. Moreover, large firms are continuing to merge and consolidate their operations; mid-size firms in large cities are facing increased pressures to compete. And some of the work that has traditionally been performed by associates is facing competition from outsourcing.

Together, these changes mean that it is potentially more rewarding and more difficult than ever to be a law firm associate. In today's legal world, the ability to identify where you want your career to go, and knowing how to get there is important as never before. The bromides of the past are not good enough. You need to know something more than it is good to network.

That is why I developed *Beyond Networking: Successful Career Strategies for Law Firm Associates*. It is based on what I have learned during fifteen years as an attorney and human resources professional. Please join me for a fast-paced one-day seminar that will help you take control of your career, and get you where you want to go.

I look forward to seeing you there.

Gideon Grunfeld J.D.



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# Registration Information

**When & Where:** July 31, 2004  
The Beverly Hilton Hotel  
9786 Wilshire Boulevard  
Beverly Hills, CA 90210  
Check In: 9:30 - 10:00  
Workshop: 10:00 - 5:00

**How to Register:** You must call or fax to register. Registration is strictly limited to the first 60 people. This cannot be altered. Spaces fill up quickly. If you are interested in attending, call or fax the form below immediately to be assured a space.

**Guarantee:** We know that attorneys can be skeptical. That is why we offer the following guarantee. We're confident that this workshop will provide you with tips and techniques that will make a measurable and immediate difference in how you manage your career. But if you are dissatisfied, please call and we will send you a quick and courteous refund. It's that simple.

**Fees:** \$297, which includes more than 100 pages of seminar materials. Lunch will not be included. **If you register on or before July 16, save \$50 and pay only \$247.**

**Cancellations:** If you cancel more than 72 hours before the workshop, we will refund your money in full. After that time, you will receive a full credit towards a future seminar or consulting services. This policy is designed to ensure that no one who wants to attend is prevented from doing so when someone else does not show up.

**Tax Deduction:** If the purpose of attending this workshop is to help you maintain or improve professional skills or to search for a new job, expenses relating to the seminar may be tax-deductible. See IRS Publication 529. Please consult your tax adviser.

## Our Contact Information:

**Tel.: 310.499.4668**

**Fax: 310.499.4665**

**Email: [info@scslawcareers.com](mailto:info@scslawcareers.com)**

## Enroll

**Yes!** I want to take control of my legal career—for only \$297. Enroll me today. **Register on or before July 16, and pay only \$247.**

## Who will be attending?

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Method of Payment

Please make checks payable and return this form to:

Successful Career Strategies, Inc.  
1800 Century Park East, Suite 600  
Los Angeles, CA 90067  
or fax form to 310.499.4665

Please check one of the following:

Registration fee enclosed.  
Check # \_\_\_\_\_ amount \$ \_\_\_\_\_.

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