

The logo for EgonZehnder, featuring the company name in a white sans-serif font. A thin white diagonal line is positioned to the right of the text.

EgonZehnder

# Tag der Anwältinnen

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*“Becoming a Rainmaker”*



## Fast Networking (2P's) – Introduction

- **2 rounds** – in every round you'll meet a new person.
- **2 questions** – in each round you'll discuss the same questions with your partner
- **5 minutes** – you have three minutes per round to discuss with your partner







**1) What has made  
you successful in  
your Business  
Development?**

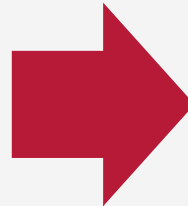
**2) What would you  
like to improve?**

# A Rainmaking Mindset



# Identity shift

From being on the tools



To being business owners

From being valued for  
your technical expertise



To being valued for your commercial  
insight and strategic advisory skills

From asking permission



To taking the lead

From giving an answer



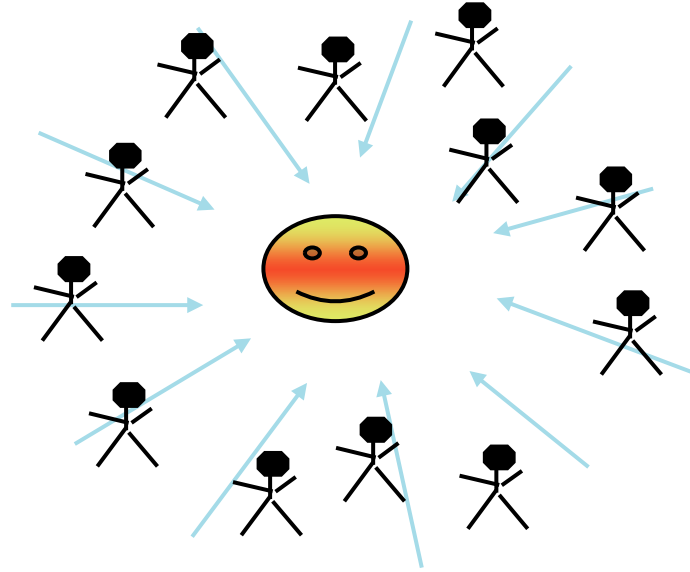
To asking questions



## Q&A

# Creating Marketing Gravity

# You Need to Develop Marketing Gravity



**Personal Brand + Making Connections = Marketing Gravity.**





# Your Personal Brand

In thinking about your brand, you define the answer to the following questions:

- What is source of your **distinctiveness** – what sets you apart?
- Why should people **remember** you? What should they remember?
- What are your unique **strengths** and how do you leverage them?
- What are your current and future goals and **aspirations**?
- What mark you want to leave? What should be your **legacy**?

# Drilling Through the Ice or Surfing?

## Take the First Steps Now to Make it Surfing!



## Your Personal Brand (2P's) –

- **2 rounds** – in every round you'll meet a new person.
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# What is your personal brand?



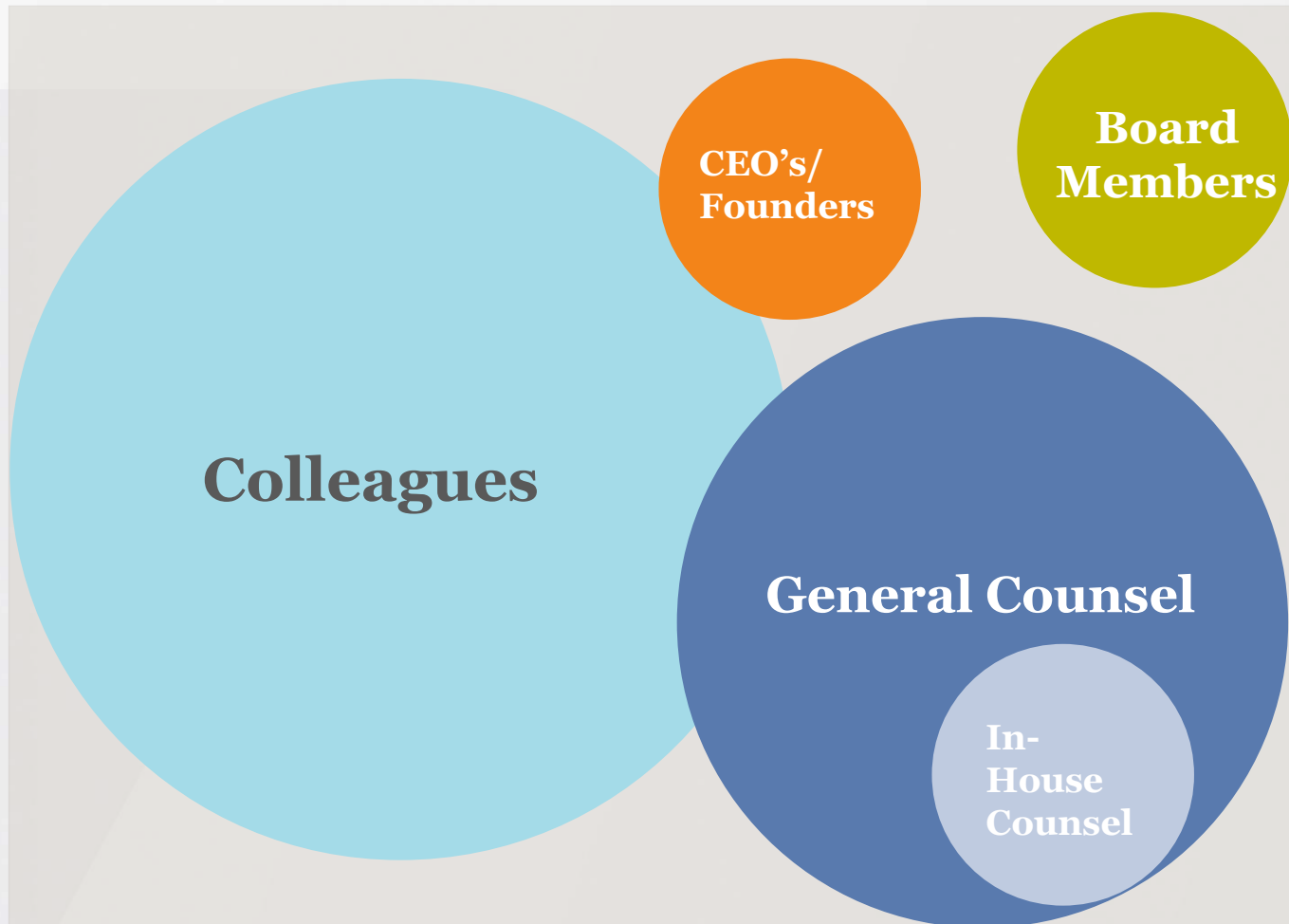


**How may your  
personal brand  
evolve over time?**

# Business Development Strategy & System

# Typical Lawyer Universe

**n= people in a lawyers universe**







## Business Development System

*A regular process for making contact to maintain / grow one's relevant network to generate revenues*





Be confident!

properly planted seeds...

...can pay off magnificently!



**2 seeds a day...**

**Makes clients come our way !**



# Visibility is really starting to be known in the market through making people come to you



- Articles, Books
- Speeches
- Press appearance
- Targeted use of social media (especially Twitter & Instagram)
- NGO work

*Ideally around your personal brand but can be broader...*

# **Your Personal Business Development Goals for 2023**

- **Reflect on the 2 questions for 3 minutes**
- **Write down your thoughts & commitments**







- 1) What is my main BD Goal for 2023?**
- 2) What support do I need to achieve it?**

# It starts with relationships...

**Our goal:** To be “trusted advisors” to important people

*The trusted advisor equation (from David Maister):*

$$\text{Trustworthiness} = \text{Credibility} + \text{Reliability} + \text{Intimacy} + \text{Self Orientation}$$

- *Credibility* is revealed in our credentials and honesty (words)
- *Reliability* revealed by keeping our promises (actions)
- *Intimacy* depends on having built trust (emotions)
- *Self Orientation* is revealed in our focus (focus: us or them?)

*Which of these is most important? Which is the hardest to achieve?*



## Q&A