



Seckler
ATTORNEY COACHING



Representative Coaching Engagements

Moving Up in Your Law Firm

1. Implementing a Marketing Plan to Build the Case For Partnership

A senior associate from an AmLaw100 firm was uncertain whether partnership was in his future. I worked with the associate to assess his career options and the best way to leverage his business experience (he had owned a contracting business between college and law school). When he concluded that partnership at his current firm was actually very appealing, I worked with him to develop and execute a marketing plan and build his brand inside and outside of the firm. At the end of 2021, the client was elevated to partnership, and he is now building out a specialty corporate practice that leverages the firm's existing clients.

2. Transitioning to Managing Partner When You've Never Held a Leadership Role

A managing partner of a branch office of an AmLaw 100 firm came to me a few months after he was elevated to his new leadership role. While he had been chairing his practice group, this new role presented many unfamiliar challenges and required him to develop some new skills and new approaches. Through our work together, he realized that leading a group of bright and ambitious partners would require him to shift some of his energy away from his own practice. I worked with this MP to further develop his leadership skills and get more alignment from his partners. I worked with the client on how to grow the office and retain talent. I helped the partner to better leverage his time by delegating more effectively and being more strategic about which initiatives to tackle.

Moving Out (Career Transitions in or Out of the Law)

3. Moving Your Practice to a More Sophisticated Firm with Better Resources

A junior partner I worked with was beginning to build his corporate practice, but he felt like he wasn't getting the support he needed to be successful. In addition, he was having difficulty managing his time and staying focused when work got busy. I suggested that the partner get evaluated for ADD and when it became clear that he had ADD, we worked on some strategies to keep him focused when he needed to do "deep work" that required concentration. As he began implementing these strategies, he became more productive. But he also realized that he did not

have the infrastructure he needed to be successful. His firm did not have the right staffing for his practice area. I worked with the client to identify some alternatives and helped him through the interviewing process. Leveraging his existing network, he ended up at a much better firm with a much better infrastructure. We also worked on referral marketing strategies that relied more on relationship building with potential referral sources.

4. How to Bounce Back When You Don't Make Partner

I worked with a senior associate who was passed over for partnership at a branch office of an international law firm. The firm's decision was a big blow to her self-esteem. She had billed well over 2300 hours every year she was at the firm which had been hard on her and her family. I helped her process her disappointment and then worked with the client to better package herself and target firms that were able to offer better work/life balance. By leveraging my own network, I was able to get her introduced to several firms in New England including the firm that hired her. Once she landed, I helped her to come up with a marketing strategy for leveraging her contacts in the Southeast to position herself for future referrals.

5. Figuring Out the Next Stage After 35 Years in Practice

A senior partner who was facing mandatory retirement in several years, approached me to help her plan the next stage of her career. She was unsure what would come next. I helped the client assess her options and come up with a plan for transitioning her clients to younger partners. She wanted to continue to practice but on a more limited basis. I helped the client decide which work she would continue to do herself and helped her explore her interests in pro-bono, non-profit work, and several personal hobbies.

6. Launching a Solo Practice When Partnership Isn't an Option

A senior associate at an employment law boutique was thinking about his future and didn't like what he saw. Partnership at his firm did not seem appealing or likely. At the same time, he liked labor and employment law. Through our work together, the client concluded that opening a solo practice was his best option. We then worked together to plan out the steps necessary to launch the practice. We came up with a marketing plan that enabled him to leverage the relationships he had built at his national firm. Several years later, as the practice began to expand, we worked together again to add administrative support, streamline his practice, and further focus his marketing to get more of the work he enjoys.

7. How to Broaden Your In-house Search and Achieve In-house Success

A litigation associate came to me looking to go in-house. He had been on a number of interviews for in-house roles, but he wasn't able to get any offers. We worked on a marketing plan to help him focus on an industry where he had done a lot of work. By leveraging his contacts and my contacts, he was able to land a number of interviews for non-litigation roles and ultimately received an offer. Part of our work involved coming up with a strategy for follow up. We also worked together to help him refine his message and explain how his litigation experience could translate into a transactional role. In addition, I helped my client understand how his role would change once he left private practice.

8. **What to Do With Your Legal Career When Litigation Burns you Out**

An associate at a plaintiff's litigation boutique approached me because she was feeling burnt out in her role. Since law school, she had only worked in legal jobs that had a public interest component. While she still felt committed to social justice, she was having her doubts about whether litigation was a good fit for her. When we began working together, it became clear that she did not like the culture of her firm and in particular, felt that the partner she worked with most closely did not respect her boundaries. But it also became clear that the issue was not just the work environment. The work itself was problematic. She did not enjoy tedious discovery disputes or "fire drills" that are part of litigation. She did, however, like research and writing and found the issues interesting. We came up with a number of career paths for her to explore including teaching writing in a law school, working as a staff attorney for an appellate court, and moving in-house into a compliance role.

Moving Up in a Corporate Law Department

9. **Making a Successful Transition from Assistant General Counsel to General Counsel**

After serving five years as assistant general counsel to a public company, a client of mine was elevated to general counsel when her mentor was recruited to another company. While the former GC has done some work to prepare her, this GC felt like she was lacking executive presence and looking for ways to be more successful in her new role. I worked with this client to better understand her own leadership style and what it means to move into a true leadership role. As AGC, she had been accustomed to being an individual contributor. In the GC role, she needed to act with more confidence and vision and find ways to align her team. She needed to invest more time in ensuring that her team had what it needed to be successful. At the same time, she was well liked and had a very different style from the former GC. We worked to leverage her own style and strengths to be successful in her new role.

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