

# NETWORKING



Dr. Kemi Pinheiro, OFR, SAN., FCI Arb.



# WHAT IS NETWORKING?

Networking:

“is about talking to anybody  
and everybody – everywhere”

-Dr. Kemi Pinheiro, OFR, SAN,  
FCI Arb.

# WHY NETWORKING IS NECESSARY FOR LAWYERS/PARALEGALS



80% of firm work comes from existing clients while 20% comes from:

New clients

Source of livelihood

Competition

Self-improvements

- The need to be or stay on top.



# WHO SHOULD NETWORK?

- Every lawyer
- Keep in touch with old contacts from university and law school—both professional and social.
- Keep in touch and build relationships with people at your level in other organizations.



# WHERE TO NETWORK



- Planes, trains, in queues, clubs, outings, professional functions, social functions, places of worship, specialist groups, social media etc.



## **TIPS FOR SUCCESSFUL NETWORKING**

- Think before you act and speak.
- Watch others
- Be aware
- Never criticize
- Be open-minded
- Be inquisitive
- Remember you have 2 ears and one mouth
- Generate ideas and exchange
- Know your firm
- Be honest.





# PREPARING TIPS FOR NETWORKING



- Complimentary cards, read theirs!!!
- Target environment
- Your appearance head to toe
- Confidence – overcome your nerves and shyness.
- Set a target for yourself.
- Make a commitment - email – call – text
- Follow up on the commitment
- Avoid sweaty hands
- Introducing yourself.
- Drinking/smoking
- Eating/nibbling

# Follow up



Build trust

Articles, seminars, presentations,  
papers etc.

Raise your profile

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- “the thoroughness of your follow up will determine the success of your network”
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# General Tips for a Successful Brand Personality

- Value integrity – walk your talk Eliminate these words:
  - I can't
  - I don't have the time
- Instead say:
  - I can
  - I will
  - I am sure
- Set timelines and objectives
- Have the right attitude
- Prioritize your day



## **General Tips for a Successful Brand Personality. Cont'd.**

- Spending less time with those who add no value to you or your success
- Health
- Trust leadership
- Invest in solid relationships
- Build relationships
- Read something everyday
- Avoid idle time
- Be positive
- Give respect and expect it
- Be committed
- Manage the discipline of finances



## **General Tips for a Successful Brand Personality. Cont'd.**

- Be disciplined
- Plan
- Eat with only 3 fingers, not four
- Don't compare
- Be contented and grateful
- Be generous
- Serve others gladly
- Have faith – a faith that has not been tested cannot be trusted
- Put God in the picture.
- Don't carry emotional baggage.

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*Thank You*