

## Introducing Firm Communications&trade;

June 2010

Dear Clients and Friends,

We are excited to introduce FIRM COMMUNICATIONS&trade;, a new offshoot of Whittier Legal Consulting that focuses exclusively on bringing lawyers the tools and insights they need to make every communication –whether with clients, colleagues, or contacts – positive and impactful.

We formed FIRM COMMUNICATIONS&trade; in response to ongoing requests from our clients to help them prepare for significant in-firm and outside-the-firm conversations – conversations that took on unprecedented significance during the recession, but that are important to conduct well in any economy. Our in-firm work includes coaching lawyers in leadership and management roles to successfully conduct meaningful conversations on a range of issues, including those relating to promotions, compensation, and performance evaluations. We also provide in-firm communications tools that help lawyers to motivate others, build teams, and prepare legal teams for optimal performance in different phases of lawsuits. In addition, we work with lawyers to use communications tools for internal branding purposes and to attract the work that affirmatively helps to further build their careers.

Of course, strong communications skills also are essential for outside-the-firm activities. To this end, FIRM COMMUNICATIONS&trade; works with clients to achieve communications excellence in connection with networking and relationship-building activities with current and potential clients. We also provide guidance on the elements of persuasion and in-depth information and communications techniques that aid in informal and formal pitch and selling situations. And, in the past year, we have worked very closely with clients to prepare for critically important client conversations involving rate issues, staffing, and value.

Please check back soon for a direct link to FIRM COMMUNICATIONS&trade;. In the meantime, feel free to contact me to find out more about this powerful new resource.

Thank you,

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