

## Women's Rainmaking Workshop

In this two-part interactive program, Eve teaches your women associates how to advance at your firm and cultivate business relationships. Eve demystifies “rainmaking” and provides a practical approach for integrating rainmaking principles and skills into your associates’ daily practice. Through exercises and examples, your associates will learn skills and strategies for:

- Identifying their strengths and raising their profile at the firm
- Cultivating relationships and turning contacts into referrals and clients
- Turning their long-term career goals into actionable steps

The workshop specifically addresses gender disparities and teaches your women associates how to level the playing field with their male peers.

### PROGRAM OUTLINE

#### I. Identify Your Personal Profile

- Assess your strengths and skills, and identify self-sabotaging behaviors
- Set your career goals and correct for confidence issues
- Identify your top resources and your personal high-payoff activities

#### II. Go From Contact to Client

- Understand the basic skills and tools for cultivating relationships
  - » Crafting your message
  - » Listen – it’s a skill
  - » The “Ask” – when and how?
- Polish your self-intro
- Participate in *speed networking*

#### III. Create Your Personal Business Plan

- Design a short-term roadmap to achieve your long-term goals
- Commit to doable, practical and measurable action steps



#### About Eve Birnbaum

A former corporate partner and an experienced presenter, Eve conducts rainmaking and career advancement workshops at AmLaw100 and 200 firms.

- Practiced as corporate partner at Winston & Strawn
- Legal Director of corporate practice at Proskauer Rose
- Director of Special Marketing Projects and Global Director of Legal Recruiting at Milbank, Tweed, Hadley & McCloy
- Graduate of New York University School of Law
- Member, Bar of the City of New York, Women in the Profession Committee
- Alumna, Professional Development Consortium

*“The program was engaging and practical. The program gave the more junior associates the tools and motivation to start integrating rainmaking strategies and thinking into their daily practice. For the more senior attorneys, like me, it provided the framework for a longer-term plan for developing business and advancing in our careers. I highly recommend it.” ~ Senior associate, AmLaw100 firm*