

Business & Careers

Presentations can set stage to reel in clients



Gary Mitchell
The Coach

Giving presentations, workshops and taking part in other speaking opportunities are one of many business building tools you can use to build your practice. They are good for networking by adding people to your contact list, building profile and expertise in your subject area and building profile (name recognition) and relationships in your target audience

So with that in mind, you can set up goals that you are able to measure. How many quality people are you meeting by speak-



IZABELA HABUR / ISTOCKPHOTO.COM

ing? How many of those are you able to move from find to build. Then how many of those are you able to get to the discover stage. And finally, how many people are you getting to the stage where

you offer your services and they agree to hire you?

Be patient, they won't always lead directly to a new file. But if you're still not satisfied that you're meeting the objectives

you've established for your efforts, then here are a few things to consider to make your investment more efficient and produce "measurable" results.

There are three key areas I want to highlight. First is what you do, and that involves selecting your speaking engagements and being content appropriate. Second is how you do it and that involves how you interact with and engage with your audience. The third area is how you follow up with the people that you meet.

What you do

Because of the amount of time it takes to build your presentation; you must ensure that the audience you are speaking to fits your exact "target audience" model. Don't waste your valuable time speaking to people who have no real need for your

services or don't have the ability to refer clients to you. What is the benefit of that? You can do this by speaking only to groups or associations that target your target audience. And if you are just starting out at this and don't know what those associations are, ask your clients what associations they belong to and what events they attend and why.

Next, ensure the content of your presentation exactly meets the needs of your audience. So how do you do that? Fully understand your audience. Start with your current clients. What would they like to learn, know or take away from such a presentation? What is missing for them in the way of professional development? What recent changes or events in the way of case law have occurred? Then approach the organizers from the association

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PAPE SALTER TEILLET LLP BARRISTERS AND SOLICITORS

Pape Salter Teillet LLP is a law firm with offices in Toronto and Vancouver. For over 30 years we have been working with Indigenous peoples to secure a constitutional and legal space to protect their lands, self-government and collective futures. We are currently accepting applications for both junior and mid-level associates in the firm's Toronto office.

Qualified candidates will be licensees of the Law Society of Upper Canada, called between 2009 and 2015. Candidates with experience in Indigenous rights law and governance are particularly encouraged to apply.

A successful candidate will have:

- Exceptional academic credentials
- Demonstrated interest in Indigenous rights and Indigenous law
- Familiarity with Indigenous, constitutional and administrative law
- A desire to build a practice focused on work with Indigenous governments across Canada
- Strong professional experience since graduation, with demonstrated abilities to manage a complex and diverse case load

Compensation is competitive and will be commensurate with experience.

Please apply by sending (i) resume; (ii) cover letter; and (iii) law school transcripts via email to the Lonnie Wellman, Chief Operating Officer, Pape Salter Teillet LLP, lwellman@pstlaw.ca.

www.pstlaw.ca

SEEKING JUNIOR CORPORATE LAWYER FOR IN-HOUSE POSITION AT A TORONTO-BASED INVESTMENT MANAGEMENT FIRM

Waterton Global Resource Management, Inc. is a Toronto-based resource-focused investment management firm. The firm is currently seeking a junior lawyer to join its dynamic and rapidly expanding Toronto office.

To be considered for the position, a candidate must:

1. be a lawyer in his or her first year of practice in a large national or international law firm, or an articling student in a large national or international law firm that is eligible for the June 2016 call to the bar and that has received a hire-back offer;
2. have some transactional experience with private equity, mergers and acquisitions and general corporate and securities laws matters;
3. show a demonstrated interest in mining and natural resources law;
4. have graduated in the top 15% of his or her law school class;
5. have strong professional credentials; and
6. demonstrate clear communication skills, superior drafting abilities and an exceptional work ethic.

The successful candidate will have an opportunity to work with a collegial team on diverse transactions in a fast-paced environment. Interested applicants should note that due to the nature of the firm's business, the successful candidate will be expected to work similar hours to those traditionally expected at large international law firms. The successful candidate will be eligible to receive a compensation package that exceeds standard compensation packages at the large national firms operating in Toronto.

Please note that candidates that do not meet the requirements above will not be considered for the position.

If you are interested in learning more about this opportunity, please submit your CV to: Aaron Wolochatiuk at awolochatiuk@watertonglobal.com.

To learn more about Waterton, please visit our website at <http://www.watertonglobal.com>



WATERTON
GLOBAL RESOURCE MANAGEMENT

Business & Careers

Follow up: Touch base with new contacts quickly

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or the event and provide them with an outline to sign off on. They will know the needs of their members and be able to guide you in creating your content. And they will be very appreciative of this approach.

How you do it

As your audience arrives, be sure to greet as many people as you can. Ask them what they would like to take away from your presentation. If time permits try to find out more information about why they are attending and what some of their challenges are. Try to address these throughout your presentation. Get their business card and agree on a form of follow-up that works for them.

Ask questions frequently. Even if you are getting no

answers you are still planting the question in the minds of your audience, getting them to think or react at least internally. Use eye contact as much as possible. Avoid reading from a script. You should know your material inside and out and only have to refer to it occasionally. Organize your content into sections and have a Q&A following each section. Do not hand out material for your audience to follow while you are speaking. You want their attention to be on you. You want to connect with them. One key thing to note is that a few days following your presentation, over 90 per cent of your audience will not remember what you said. They will remember how you made them feel. So engaging them and making that connection is paramount.



Use eye contact as much as possible. Avoid reading from a script. You should know your material inside and out and only have to refer to it occasionally.

Gary Mitchell
On Trac Coach

Don't put your entire script up on your power point slides. Keep them lean and mean. This will ensure that the audience is actually listening to you and not simply reading from the slides. As far as your handouts

go, provide your audience valuable takeaways without giving them the kitchen sink. Hold something back that they must e-mail you to receive. This is another great way of getting their contact information.

Following up

This is where the ball usually gets dropped. So make sure to follow up with the people you made contact with and had agreed to follow up with. Try to do this either within 24 hours or the agreed upon period of time. Use something that you learned to start the conversation off and suggest that you would like to learn more about their needs so when can the two of you meet?

Remember, you are not giving presentations because you don't have enough to do already. You

are giving presentations as a way of showing your expertise, building your profile and connecting with people who may need your services. So making a connection at the event and then building on that connection following the event is where you will gain the most results.

Gary Mitchell is the principal at On Trac Coach where he works with lawyers, law clerks and paralegals across Canada helping them to attract more clients and grow their businesses. He is the co-Founder of The Legal A Team, a marketing and management alliance focused on providing big firm support to smaller law firms and solo practice lawyers. Gary's second book, Raindance Two: A Blueprint for Growing your Practice, is now available. He can be reached at gary@ontraccoach.com or 604-669-5235

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We are diversified company in the Real Estate, Financial, Distribution, and Food Production looking to hire a full-time In-House Lawyer.

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- Financial and Corporate law.
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If you are looking for a fantastic opportunity to grow with a progressive company please contact us by email at buildingext@gmail.com and attach your resume and contact information.

All applicants must submit all relevant information for consideration by **August 31, 2016**.

Dufferin-Peel Catholic District School Board

www.dpcdsb.org

The Dufferin-Peel Catholic District School Board is one of the largest and most diverse school districts in Ontario with approximately 82,000 students in 149 Catholic schools throughout Mississauga, Brampton, Caledon and Orangeville. With more than 11,000 employees, we are one of the largest employers in the region.

In-House Legal Counsel: Lawyer

The Dufferin-Peel Catholic District School Board is inviting applications from well-qualified, dynamic, innovative lawyers who will provide legal services and advice, review of board policies and administrative procedures, while collaborating with a faith-based, integrated, system team. Reporting to the Director of Education, Secretary to the Board, you will manage the legal services of the Board and will advise on a range of legal matters such as employment issues, workplace health and safety, human rights, special education, student discipline, rights of non-custodial parents, student records, risk management and procurement contracts. The In-House Legal Counsel will attend all Board of Trustee Committee and Board meetings and provide parliamentary advice and support.

With a Bachelor of Laws, you have demonstrated experience in Education Law and relevant Acts, Codes and Procedures. This position will require expertise in The Education Act, Children's Law Reform Act, Municipal Freedom of Information and Protection of Privacy Act, Municipal Conflict of Interest Act, Human Rights Code, Child and Family Services Act, and School Board Governance and Parliamentary Procedures. A member in good standing in the Law Society of Upper Canada, you have a minimum of seven years' related experience. Your ability to work in a fast paced and rapidly changing environment is complemented by exceptional communication and interpersonal skills which are vital to an excellent working relationship with Board staff, trustees, external legal counsel and external organizations.

Please reply, in confidence, with supporting documentation and references by **4:00 pm on August 31, 2016** to:

Theresa Davis , General Manager of Human Resources
Dufferin-Peel Catholic District School Board
40 Matheson Blvd. West, Mississauga, ON L5R 1C5

We would like to thank all applicants; but, advise that only those under consideration will be contacted.

ALL new employees will be required to submit a current original criminal background check (CBC) including a "Vulnerable Sector Screening" (VSS) issued within 6 months prior to commencing employment with the Board. If you require a disability related accommodation in order to participate in the recruitment process, please contact us at (905) 890-0708 extension 24230 to provide your contact information. Support Services staff will contact you within 2 business days. The Dufferin-Peel Catholic District School Board is an equal opportunity employer. We will accommodate your needs under the Ontario Human Rights Code.

Marianne Mazzorato
Director of Education and Secretary to the Board

Mario Pascucci
Chair of the Board of Trustees

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