

## Business & Careers

# Networking doesn't have to be a pain



**Gary Mitchell**  
**The Coach**

After working with lawyers and law clerks for 11 years now, networking has been a common “pain” point. Typically people put way too much pressure on themselves in these situations.

Forget everything you have ever heard or read about networking before you continue reading this article.

Very few people are born with natural networking abilities, so you are not alone. What's important is to keep it simple and don't stress out about it.

Being strategic about network-



RAWPIXEL LTD / ISTOCKPHOTO.COM

ing starts with identifying the best events to attend to ensure you are in front of your target

audience and/or potential referral sources. This might take a little research on your part, but

it's pretty simple. Ask your current “best” clients and referral sources what events they attend,

what associations they belong to and why. Ask senior lawyers in your practice group which events they attend. This will give you a good understanding of where you should be.

Then, where possible, ask the organizer of the event for an attendee list. Look over the list to identify people you would like to target to meet. Circulate the list among other associates and partners to see if they know people that they could make an introduction to you ahead of the event. Also don't be afraid of reaching out to the organizers for introductions as well. So now instead of just showing up and leaving it to chance, you are being more strategic in your preparation and will most definitely meet more quality leads.

Remove the stress. Think about the last vacation you were on and how easy it was to go up

**Contact, Page 26**

## AECON

Aecon Group Inc. (TSX:ARE), a Canadian leader in construction and infrastructure development and one of Canada's Best Employers for nine consecutive years, has an immediate position available in its award-winning legal group (winner of Best Legal Department in Canada, 2013; Innovatio Diversity Award—Canadian Lawyer, 2015; Innovatio Risk Management Award—Canadian Lawyer, 2016).

### SENIOR LEGAL COUNSEL CONSTRUCTION FOCUS

Reporting to the Deputy General Counsel, you will be responsible for directly managing high-profile mandates, such as claims development and major project document negotiations from the Builder, Design-Builder or EPC Contractor perspective.

As the ideal candidate, you are a highly motivated team player with significant construction and/or engineering industry experience, proven leadership abilities and keen business acumen, who has a firm grasp of legal concepts but is not overly legalistic. You are a self-starter with a “do whatever it takes” attitude who is highly regarded as a business-minded lawyer with the capacity to successfully manage multiple issues on a daily basis, while embracing your role as part of a dynamic legal team.

#### QUALIFICATIONS:

- // A member in good standing with the LSUC
- // Post-call legal experience (6+ years) in construction and infrastructure law
- // Preferred: In-house experience
- // Strongly preferred: Experience in labour law, construction law, litigation management, PPP and EPC project procurement in the infrastructure, mining and industrial environments

Please apply at [www.aecon.com/careers](http://www.aecon.com/careers) or send your resumes to [Legal.Aecon@hiredesk.net](mailto:Legal.Aecon@hiredesk.net)

AON

BESTEMPLOYER  
PLATINUM | CANADA | 2016

[aecon.com](http://aecon.com)



### SEEKING CONDOMINIUM LAWYER

Fine & Deo is a boutique law firm, specializing in condominium law. We represent over 1,000 condominium corporations throughout Ontario and our reputation, depth of knowledge, and quality of service is acknowledged throughout the condominium industry.

Due to our continuing growth, the firm is seeking to hire a lawyer with 5-10 years of experience. We are looking for highly motivated candidates that want to be part of a team that is recognized as leaders and pioneers in the field of Condominium Law.

Compensation for qualified candidates \$170,000.00 to \$280,000.00

Interested candidates should apply in confidence with cover letter and resume to the contact listed below.

[jsmith@finedeo.com](mailto:jsmith@finedeo.com)  
3100 Steeles Ave. W., Suite 300  
Vaughan, Ontario L4K 3R1  
Toll Free: 1.888.FINEDEO Local Tel: 905.760.1800  
[www.finedeo.com](http://www.finedeo.com)



**ROSE, PERSIKO, RAKOWSKY, MELVIN LLP**  
Barristers & Solicitors

390 Bay Street, Suite 600, Toronto, Ontario, M5H 2Y2

We are a boutique law firm specializing in real estate and commercial law, including real estate acquisitions and development, commercial mortgage lending and other secured transactions, commercial leasing and mortgage remedies. Our services also include general corporate and commercial law, wills and estate planning.

### SENIOR ASSOCIATE LAWYER POSITION

We are seeking a **commercial real estate lawyer** with eight or more years' experience who has a modest portable practice that he or she wishes to grow in a well-regarded firm that values superior client service coupled with a collegial environment and proper work-life balance. Future partnership opportunity is available.

Please apply in confidence by email only to [partners@rprlaw.com](mailto:partners@rprlaw.com).

## Business & Careers

# Contact: Keep in touch with people you meet

Continued from page 25

to strangers and strike up a conversation. You meet people every day; at the grocery store, the dog park.

If the event is a sit down affair, here are a couple of tricks on choosing where to sit. First, if you are arriving early, choose a table that no one is sitting at. This will force you to at least meet new people who will sit at your table. Or if you are arriving with the crowd, at least choose a table where you don't know anyone else. Again, this will force you into meeting new people.

Whether it's a sit down type of event or not, meet new people and start a conversation. Take all the stress out of the equation. You are not there to sell yourself. You are there simply to meet new people and grow your professional network.

A great conversation starter is "What brings you here today?" You can follow that up with, "How long have you been coming to these events?"; "What other events do you find valuable?"; and so on. Always be sure to use open ended ques-

“

**Whether it's a sit down type of event or not, meet new people and start a conversation. Take all the stress out of the equation. You are not there to sell yourself. You are there simply to meet new people and grow your professional network.**

**Gary Mitchell**  
On Trac Coach

tions — those that can't be answered with a "yes" or "no." It's a lot more comfortable than "what do you do?" It will also lead to further dialogue that helps you determine if this person is in your target audience and worth your while in getting to know.

Make an effort to meet the presenters at this event. Why is this important? It

is very likely you are attending that event partially as a result of who is speaking and the topic they are speaking on. Think of the knowledge and expertise these people have for you to leverage and pass on to your clients — adding value to your relationships. Try to meet the organizers. Perhaps there will be an opportunity for you to speak at a future event. These people will prove to be invaluable down the road.

One way to get yourself noticed is to prepare ahead of time a question or questions that you could stand up and ask (if the event permits you). This will distinguish you from the crowd. Be sure to state your name and what you do. It's kind of like a mini-infomercial allowing you to share your knowledge and let everyone in the room know who you are. This demonstrates thought leadership and will increase the likelihood of people

coming up to you. They will say things like "I am so glad you asked that question. I was wondering the same thing but was too shy to ask."

When you have met people of interest and collected their business cards, be sure to confirm with them what kind of follow-up (if any) they would like. Use open-ended questions like "Would you prefer I e-mail or call you?" Or, "How would you like me to follow up with you on this?" You will be surprised how comfortable you will become taking this approach.

I also advise you to create your own "24-hour rule." Follow up with new people you are meeting within 24 hours. It's a good habit to learn and will keep the conversation alive.

The most important thing I can leave you with is be yourself. Don't try to be gregarious if you aren't. Find your own style of networking. If you become comfortable with it, chances are you will become effective as well. And follow up, follow up and follow up.

*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. His second book, "Raindance Two: A Blueprint for Growing your Practice," is now available. He can be reached at [gary@ontraccoach.com](mailto:gary@ontraccoach.com) or 604-669-5235.*

### HSBC HSBC Global Asset Management

#### Senior Manager, Regulatory Compliance

HSBC Bank Canada is seeking a lawyer or an experienced compliance professional to join its Regulatory Compliance team as Senior Manager responsible for providing regulatory advice and support to HSBC Global Asset Management (Canada) Limited, the fund manager of HSBC Mutual Funds and portfolio manager of institutional and high net worth individual accounts.

The Senior Manager is expected to maintain a strong awareness of the regulatory environment and be able to understand how current and proposed regulations impact business activities with a view to providing appropriate regulatory advice.

The successful candidate is a self-motivated individual who possesses strong judgement and analytical capability, is able to work effectively under pressure and can prioritize multiple tasks and handle a variety of projects simultaneously.

Please submit your resume to

Jaye Denson, Compliance Recruitment Manager at [jaye.a.denson@hsbc.ca](mailto:jaye.a.denson@hsbc.ca)  
For more details, please visit our Careers page at: [bit.ly/HSBC-AMCA](http://bit.ly/HSBC-AMCA)

### Lawyer/Review Counsel Lakehead University Community Legal Services



Lakehead University is seeking a lawyer with 5 to 15 years experience to join our student legal clinic (SLASS). Review Counsel will be responsible for the supervision of law students in the provision of legal services to low income members of the Thunder Bay community and the Northwest Region. Experience delivering legal services in remote Northern/Aboriginal communities is an asset. Applications are due **September 30, 2016**.

For full details please visit our website at: [hr.lakeheadu.ca/employment.php?empid=1480](http://hr.lakeheadu.ca/employment.php?empid=1480)

### DSF DEVRY SMITH FRANK LLP Lawyers & Mediators

#### Family Law Lawyer

A prominent, full-service law firm with three office locations across the GTA is looking for a Family Law lawyer for its Whitby location.

The ideal candidate will have an entrepreneurial approach to practising law and 3-5 years of experience drafting pleadings, separation agreements, marriage contracts, settlement conference briefs as well as excellent negotiating skills. Roots in the Durham community would be an asset. This position offers the successful candidate the opportunity to play a key role in the growth of the practice.

We believe in fostering an environment of sharing and collaboration by emphasizing the importance of belonging to a team and contributing to the firm through teamwork. We have an unyielding dedication to our lawyers, staff and the communities in which we practice in and we offer each firm member competitive compensation and benefits, a positive, collegial work environment and a healthy work-life balance.

If you are interested in exploring this career opportunity with our team, please forward your c.v. to [mimi.stellino@devrylaw.ca](mailto:mimi.stellino@devrylaw.ca).

### Claims Manager Lawyers Insurance Fund — Vancouver, BC

### The Law Society of British Columbia



Are you looking for an organization where the core values of excellence and integrity are more than just words on the wall? Join the Lawyers Insurance Fund ("LIF") of the Law Society of British Columbia.

LIF is offering a unique opportunity for a lawyer to become a Claims Manager and lead a high performing team of experienced and talented lawyers and staff. Our professional and cost-effective services are recognized as a best-practice model for professional liability insurance programs worldwide. Be a part of our future.

You are a leader with a unique blend of superior analytical, organizational, interpersonal and communication skills. You have been practising for at least ten years, preferably in the commercial litigation, professional liability, or casualty insurance fields in BC. The ideal candidate will have experience in managing lawyers in a professional liability claims or other insurance industry environment.

This exciting and challenging position is complimented by an attractive compensation package. We also enjoy a premier location on the edge of Yaletown, and just a block from Robson Street.

For a more detailed description of qualifications and responsibilities, please visit our careers page at [www.lawsociety.bc.ca](http://www.lawsociety.bc.ca). To submit your application, please email [personnel@lsbc.org](mailto:personnel@lsbc.org).