PREPARING FOR A SUCCESSFUL CAREER IN THE LEGAL PROFESSION

Delivered By Yusuf Ali SAN[1] At The University of Osun State 1st College of Law Annual Lecture on 6th June, 2013

PREAMBLE:

1. *No one can teach success in any profession.*
2. *No quick fix solution.*
3. *The prescriptions in the paper, not magic wand. Adaptability and versatility called for.*

Introduction

Young lawyers entering the profession today are facing a vastly different workplace than their predecessors did. In the recent past, a Firm could be considered large if it had more than 10 lawyers. Today, global Mega-Firms predominate the legal landscape. And where once a summer associate class might consist of a dozen young law students, today's summer classes are larger than many law Firms.

Furthermore, the pace of law practice today is faster and more stressful than ever before. Technology has made lawyers accessible around the clock, forever altering the rhythm of law practice and allowing Firms and clients to impose extraordinary demands on young lawyers. Even as

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the physical and emotional burdens of these demands have yet to be fully understood, the current pace also leaves little time for reflective thinking about one's future career.

However, it is exactly that type of reflective thinking that young lawyers must do to understand the relationship between future success in the profession and the ability to attract and retain clients. In the highly competitive legal market that exists today, young lawyers need to be proactive, as they navigate their careers in a vastly changing environment.

The aim of this paper is therefore, to prepare law students and young lawyers for success in the legal profession by providing some practical tips that will help law students and young lawyers to bridge the gap between school and practice, develop their careers and attain success in the legal profession. But let me quickly warn that the content of this paper should not be seen as a talisman for professional success but just as a set of inexhaustible tips on the pathway to a fulfilling and rewarding professional life.

Developing Your Career

The legal services industry is exploding and legal employers are willing to employ only competent professionals with in-demand skill, while clients too pay top-dollar to engage lawyers that are exceptionally good. Intrinsically, young lawyers must build legal knowledge, expertise and experience to excel in the profession. Below are some practical steps a young lawyer can take to develop his or her career:

1. ***Perform a Self-Assessment:*** Before embarking on a career path in the legal profession, it is important to conduct, an honest self-assessment to determine the area of practice which will be a good fit for you. Make a list of your strengths and weaknesses and objectively determine your area of specialization. Skills required for all legal professionals include strong writing and communication skills, strict adherence to deadlines, organizational ability, attention to details and strong technology skills. However, someone who wants to go into litigation for instance, must in addition to the above mentioned skills, have good listening, analytical, discerning, quick, robust skills among others.

2. ***Know Yourself:*** Instead of rushing through each the time to reflect and articulate your reactions. Reflect, experience without considering what it can teach you, take too, upon the skills and qualities of lawyers you admire. You will learn more about the areas of law and kinds of projects you enjoy; environment, interactions and relationships that are best for you; skills and areas for improvement; and personal interests and values that will give you peace of mind.[2]

3. ***Educate Yourself:*** One of the best ways to put your legal career in drive is to advance your education. To get ahead in some specialty areas, you may need an advanced degree or professional certification.[3] For example, lawyers employed in certain niche fields such as taxation may obtain an LL.M. to enhance productivity, while lawyers that are interested in arbitration should obtain a professional certificate in that area. Same goes for oil and gas, aviation, stock market, election petition, shipping, marine and general insurance, private and public partnerships among others.

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[2] See Paula Nailon, Advice for Young Lawyers about Career Development (March 2005) Available at http://apps.americanbar.org/ipm/pt/articles/mgt03051.html accessed on 17 January, 2013

[3] Sally Kane, & Ways to Jump Start a legal Career. Available at ihttp//legalcoreers.about.com/od/jobsearch/to/ Jump-Start- Your Legal-Corner.htm accessed on 17th January, 2013

4. **Similarly*, to Find Practical Ways To Acquire New Skills:*** To overcome the fear of public speaking, for example, many people turn to Toastmasters and similar organizations. learn about teamwork, organization, communication and problem solving, young lawyers can get involved in NBA and Young Lawyers affiliates. “Sharpen your public speaking skill by engaging in robust debates with your colleagues and friends. Improve your lexicon by playing cross words and scrabble.

5. ***Plan Ahead:*** Creating a professional life is a participative process, not something that “happens to you.” It is amazing how many young lawyers begin their careers without any idea of what they hope to accomplish in their jobs and in their personal lives. One of the most positive steps you can take in your career development is to create a short (0 to 5 years) and long term (5-10 years) plan. Do not be afraid to think big when considering what you would like to achieve. Before beginning, reflect on your experiences and values. Then write in detail, measurable goals you want to achieve and specific steps you will take to achieve them. Goalsetting can help you increase yourself-confidence and enthusiasm focus your efforts, make decisions quickly and overcome defeats and roadblocks.

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[4] *Paula Nailan (supra), note 3*

Remember, a balanced life is important, so include personal goals and objectives, Do not make material acquisition the corner stone of your goal!

6. ***Welcome The Unexpected:*** Since Greek mathematician Archimedes stumbled upon his theory of water displacement while bathing, we have been intrigued with “Eureka!” moments, what career coaches call “career serendipity.” You can best utilize this concept by maintaining an attitude of openness to take advantage of opportunities that arise, whether large or small, and relevant or seemingly removed from your development. Before committing, career determine each opportunity's compatibility with your overall goals and gauge whether you have time to fully commit to it.
7. ***Be Fully Present For Each Experience:*** Can you remember the last time you enjoyed someone's undivided attention? Probably not! As your job becomes more demanding and you are precariously overcommitted, multitasking seems the norm. However, you will actually increase your productivity by concentrating fully on each conversation, activity or project. Even more importantly, clients, partners and others will respond positively to your undivided

[5] *Paula Nailon (supra), note 3*
[6] *Paula Nallan (supra), note 3*

attention which will enhance both your professional reputation and personal satisfaction."

8. ***Develop Meaningful Relationships:*** As the concept of "emotional intelligence" becomes widespread, we better understand the role emotions and interpersonal relationships play in otherwise logical activities. The successful lawyer will quickly get to know everybody in the office, find common ground with them, learn how to relate positively with their personalities and how to move together to accomplish the Firm's goals. This involves learning how to deal with problems that arise, knowing when to seek help from others, patting each other on the back for jobs well done and respecting others differences. More importantly, learn to look at people, not as a means to an end, but first as individuals, with families and interests outside of business. "Strive to always see the cup half full rather than half empty.
9. ***Cultivate Professional Contacts***: One of the best ways to learn about the legal profession in general, and job opportunities in

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[7] *Paula Nailon (supra), note 3*
[8] *Poula Nollon (supra), note 3*

particular, is through word of mouth. You should network ferociously to gain professional contacts and learn about the profession.[9] Contact Law Firms, corporate legal departments and legal staffing agencies in your area to learn about and available job openings; attend meetings, conferences, seminars, dinners and luncheons; talk to people who work in the field, especially those who have attained success, to learn more about the profession.

10. ***Find Mentors:*** Find a mentor by seeking out those whose qualities and careers you admire, both inside and outside your Firm and practice areas. Professionally, mentors can give you insight by sharing information about their own experiences and the realities of practice. They serve as valuable sounding boards, by listening and offering support and encouragement.[10] A mentor can also guide you through the transition to a legal career, arm you with knowledge about the field, refer new clients to you and point you towards new opportunities.[11] Once you find a mentor, be sure to devote your own energies to ensuring the continued success of the relationship.[12]

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[9] *Sally Kane (supra), note 4*
[10] *Paula Nailon (supra), note 3*
[11] *Sally Kane (supro), note 4*
[12] *Paula Nailon (supro), note 3*

11. ***Become Technologically Proficient:*** As technological advancements revolutionize the legal industry, it is important to become adept at the technology applications pertinent to the legal profession. Technologically proficient lawyers have a significant advantage in today's legal marketplace.[13] Woe betide a young lawyer who is at odds with computers, ipad, blackberry, whatsapp, android, word processing and so on.
12. ***Get involved:*** You cannot build a reputation for excellence by being passive. One way to show the promise of future client development is by becoming actively involved in your Firm. Because of their legal training, lawyers are welcome additions to committees and Boards of non-profit organizations. In the classic case of doing well by doing good, your Firm will also benefit, as your reputation grows and your activities generate new opportunities. Life is a participative experience find out what interests you and get involved![14]
13. ***Strive for Excellence:*** Be sure to follow the first piece of business development advice all young lawyers receive: Be an excellent lawyer. That is one old-fashioned recommendation that will never be

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[13] Sally Kane (supra), note 4
[14] Paula Nation (supra), note 3

outdated. No matter how charismatic you are, or how vast your network may be, true success in the legal profession starts with excellence in your craftsmanship.

These principles initially appear obvious and not very challenging. But, as Finnish philosopher Ludwig Wittgenstein remarked, “The aspects of things that are most important to us are hidden because of their simplicity and familiarity.” These Ideas are simple, but the challenge is to actually take the time to implement them. Young lawyers who are willing to incorporate some of them into their lives will be rewarded with greater personal and professional satisfaction. 15 CreatingAPersonal Brand Your personal brand is what people say about you behind your back how do your colleagues and clients describe you to others? Taking your personal brand under control is your first step to making an authentic impact. Think about what you want to project about yourself and then make sure you do just that.

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[15] *Paulo Nailon (supra), note 3*

Here are some tips on how to create a personal brand with elegance and panache.[16]

1. ***Clarify What You Want to Be 'Famous' For.*** Consider what it is that you think you are terrific at (your unique combination of skills, experience, strengths and values). What is it that your clients say that you personally do for them? Getting clarity on this is a great first step to gaining more visibility with your brand and being recognized for what you want to be recognized for. Do you want to be seen as a serious, focused, learned, thorough, committed hardworking and upright lawyer or otherwise? You must work very hard on the qualities you want to be famous for.
2. ***Create A Positive First Impression:*** We make a first impression within 5-7 seconds does the first impression you create say the right things about you and your Firm? We take in the non-verbal elements such as body indicators, dress and appearance initially, then the voice quality rather than what the person says at that stage, and then we hook into the content based on our perception. In other words, the non-verbal and the voice quality are what give us initial credibility. It can take around 20 further experiences with someone

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[16] McGraw-Hill "Lesity Everett's Top Ten Tips for Lawyers on how to be Drop Dead Brontuilable et http//www.@wonsinore.co.uk/carver2000c/b20drog.2000 accessed on 17th January, 2013

change a first Impression and this is an opportunity we may not get in business with new potential clients. The first impression is so important that you may not have a second chance. The impression people have about you travell farther than you imagine.

3. ***Dress Appropriately:*** Whether we like it or not, people judge us by the way we dress. Our sartorial image is the packaging of our personal brand. Do you always wear what you've always done, instead of thinking about the client, their expectations, the environment and your objectives from the meeting? Sometimes a sharp business-casual look is more appropriate than a suited and booted look for example. How you present yourself says a lot to others about how you feel about yourself, so if you think you are slick and city-confident, look the part, consistently. Oh, and remember, shoes always get noticed. Your shirts, cuff links, tie, hairdo or hair cut, your mien, and so on add to your personality.

4. ***Work with Enthusiasm:*** Enthusiasm for one's work is infectious. People enjoy being around those who love what they do. Enjoy your work and share that enthusiasm in a way that lets others know that

you are the perfect person to handle their future matters. You must at all times demonstrate that you love what you are doing, show that you are passionate about your work. Accept assignment with enthusiasm and glee. Be responsible and responsive.

5. ***Remember Your Silent Indicators:*** Have you ever checked out your handshake to get feedback. Sadly, a weak handshake will label you just that, weak and ineffectual and heaven forbid when a sweaty palm gets pressed or a bone-crushing handshake takes place. How about your facial expressions and body indicators - do they portray things about you that are inaccurate? If you look engaged and engrossed within the meeting then others will think this is true and if you look or behave as if distracted and 'not in the room' the same applies. Put your heart in all your engagement. Never discharge your professional obligations half heartedly.

6. ***Voice Impact Is Important:*** Lack of vocal impact and projection in presentations or large meetings is often the reason for audiences switching off. If you're delivering a client presentation consider how your voice actually comes across no matter how good your content,

without a good delivery system and natural pause-breaks, you won't be heard as well as you would like. Remember that pitch; tone and quality say a lot about you. Uhm and errs won't be in your favour. Refresh it regularly. Master your topic very well, you must avoid reading in a monotone, be sure feeted, confident, and never murmur. Be audible, articulate and coherent.

7. ***Beware Of Cultural Differences:*** So often we can lose out to new business based on not understanding cultural differences. It will be of great help if you learn the culture of other people in terms of meetings/greetings, dress code and social etiquette and apply same when dealing with clients from other cultures. You have to appreciate the cultural dilemma in professional life. You must avoid over familiarity with your clients, you must be formal. it is unheard of in our country for a younger person to address an older one with a first name, whereas that is the practice in the western world. You must stoop or prostrate to greet a traditional ruler!

8. ***Avoid 'Corporate Bad Manners':*** Make sure you don't fall into the 'trap' of corporate bad manners. Always return phone calls; always

acknowledge important emails and reply to key emails within a reasonable period of time; always switch off your Mobile phone when in a meeting; always do what you promised to do when you promised to do it by. When you work for corporate bodies, you must learn to give written updates on their matters, you must pay attention to details, maintain a consistent time of work.

9. ***Be Consistent:*** For any brand to be successful, it needs to be consistent whether it's your Firm's brand, a product brand or indeed your Personal Brand. Creating confusing messages by being inconsistent will get in the way of business and career success. You have to develop your own identity in terms of how your correspondence is structured, the get up of your court processes or other legal documents, Even you have to be consistent in language usage making sure that clarity is your watch word.

Learning From the Greats

In order to succeed, it is important to understand the magical world of people who have greatly succeeded in their chosen profession, be it the legal profession or otherwise. What are those people like? How do they motivate themselves? How do they overcome the various challenges that

are bound to come their ways from time to time? How do they endure the intensity of training they subject themselves to, day in and day out? How do they cope with sometimes over-intrusive public interest in their professional and private lives? What can you learn from them? How can listening to such people affect what you do? Do their stories provide anything more than an opportunity to associate with names that will impress friends?

It is also important to understand the snags of building a successful career and how to surmount them. The first crucial lesson is that leaders are not born but made. Obviously there has to be some inborn natural ability coordination, flexibility, anatomical and physiological capacity. However, the real key to sustained excellence is the development of mental toughness.

Fierce competition, winning by sometimes the smallest margins, achieving goals and targets, establishing long-term and short-term strategies and tactics, hard work, perseverance, determination, teamwork, dealing with success and recovering from failure and setbacks - these are the key challenges in every profession. Nevertheless,

success is attained by those who have ability to continually move performance to higher levels. What you achieve this year will never be good enough the next year.

Goals and standards move onward and upward, creating an unrelenting demand to find new means and methods to ensure the delivery of performance that seem impossibly out of reach. The ability to thrive under almost inhuman pressure is perhaps, one of the most defining characteristic of a successful professional. They excel when the heat is turned up. They are able to stay focused on the things that really matter in the face of a multitude of potential distractions. They are able to bounce back from setbacks with a determination and intense desire to succeed. And, most crucially, they are able to maintain their belief in themselves in the most trying circumstances.

For the very best professionals, making it to the top is the result of very careful planning, setting and hitting hundreds of small goals. And if it's hard reaching the top, that's nothing compared to what it takes to stay there. Expectations are enormous, and you become the target and benchmark for every other competitor. You have reached heady heights

and have become highly visible and exposed. It's a marvelous place to be, but it also comes with great potential vulnerability and loneliness if things go wrong. Sustained success in such an environment requires astounding physical and mental abilities, but that isn't enough to make you better than all the rest. You need an extraordinary mindset too. The positive and resilient mindsets of the best professionals underpin their drive and ability to reinvent themselves continuously in order to stay ahead of the pack.

Finally, successful leaders take time to celebrate their victories, especially in today's roller coaster business world. It helps remind them why all the hard work and commitment is worthwhile. At a time when survival is a key priority in so many organizations, don't forget to spend time celebrating successes, however small they may be.

Of course, there is no straight jacket approach to attainment of success in business, but there are so many norms and guidelines that cannot be ignored. Perceiving and utilizing them can help drive you and your Law Firm to achievements and successes that others only dream about. The truly successful professional does not cut corners, he is relentless in the

pursuit of excellence. He suffers self denial and comfort to maintain his position among his peers. He doesn't take a no for an answer. The word " impossible" has no place in his lexicon!

Attracting and Retaining Clients

It is critical that young lawyers understand early in their careers the relationship between their future success in the profession and their ability to attract and retain clients. Superstar lawyers know marketing is the key to success. They hire capable attorneys to do legal work for them so they can focus their attention on maintaining relationships and attracting the clients they want.[17] Here are some tips on how to attract and retain clients.

1. ***It Is Better To Be First:*** Seize the number one position in your niche. The Law of Leadership states it is better to be first than it is to be better. In marketing, second place is not much better than last place. To gain the maximum marketing advantage, you must be first in their niche. If you can't be first in your present niche, create a new niche in which you can be first. You must find strength in the area you can perform best.
2. ***Establish Yourself As Respected Authority:*** When prospects see you as an authority, they will be drawn to you, at both the

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[17] Trey Ryder "Marketing Secrets of Superstar Lawyers Available others index.com/market/marketing secrets of sweerstar lawyers him Accessed on 20th February, 2013.

conscious and subconscious levels. Remember that the more you broaden your geographical area of recognition, the more knowledge, skill and experience you are presumed to have. As the saying goes, “You're never an expert in your own home town.” By marketing over a wide area, you will have the opportunity to attract more big cases than you could find locally. This is more so in a globalised legal world.

3. ***Create Your Own Unique Educational Message:*** Education is the highest and purest form of marketing. Your educational message should contain an explanation of the prospects, problem, facts about your background, case histories of past clients, and the steps you recommend to help prospects solve their problems or achieve their goals. The more you weave your qualifications and experience into the message, the more likely prospects are to hire you.

4. ***Create Your Own Method And Promote Your Uniqueness:*** No two people in the world have the same collection of knowledge, skills and experience. As a result, no two people solve problems in exactly the same way. It is important that you develop a unique

method of helping people solve their problems or achieve their goals. You must have the can do attitude.

5. ***Establish A Presence On The Internet:*** Make your educational message easily available to prospects by posting it on your Web site so it's available to prospects no matter where they are or when they want it. The Internet's scope is so vast and its uses so varied that your marketing puzzle would not be complete without the Internet piece, which is fast becoming a cornerstone of Law Firm marketing. I warn that you must be careful on the type of materials you post on your web address. Never claim credit for things you have never done. Be objective and moderate. Do not give the impression that you can solve all legal problems.

6. ***Make Yourself Highly Accessible:*** Give clients and prospects your direct telephone number, e-mail address, fax number, pager number, and so forth. You may also give clients your home telephone number depending on the type of practice you are engaged in. Whatever it takes, make sure clients know they're welcome to call anytime. In all these you must ensure that your privacy does not suffer.

7. ***Provide Client Service Beyond Compare:*** Return phone calls quickly; Work day and night to finish projects timeously; err on the side of caution; hire a bright, responsive support staff; and always go the extra mile. Whatever it takes, get the job done. A superstar lawyer is committed to bring the client the best result on time, on budget. The rule is that you should never leave undone what you can do today to another day.

8. ***Welcome new business:*** One common obstacle that successful lawyers face is that other lawyers think they don't want new clients. As a result, they quit referring cases. When prospecting for new clients, remember that it is far better to receive too many inquiries than too few. Make sure your current clients, past clients, prospects and referral sources know you welcome new clients. This will allow you to skim the cream off the top and refer out the rest. Treat your clients like kings and queens, they are the reason you are in practice.

9. ***Turn People On Your Mailing List Into Goodwill Ambassadors:*** Every person on a lawyer's mailing list knows one or two other people who are prospects for the lawyer's services. Encourage

clients and referral sources to invite prospects to call for your educational materials.

10. ***Carry Out Aggressive Publicity Programs:*** The ability to gain ongoing media publicity depends on supplying editors and producers with news releases and articles every month. This requires that you maintain a current mailing list of publications and broadcast outlets that reach your target audience. In doing this you must be careful not to fall foul of extant rules that prohibit advertisement by lawyers.
11. ***Develop powerful listening skills:*** Whenever a client or prospect calls, drop whatever you are doing and focus your entire attention on the caller's concerns. By these actions, you will convey to the other person that he is the most important person in their world. If you are with the client physically, establish eye contact without starring. Let the client know that you have undiluted attention for his work.
12. ***Charge What The Market Will Bear -And Then Some:*** One way prospects determine value is by price. It is better to be the most expensive lawyer in town and have people appreciate your

knowledge than to be the cheapest lawyer in town and have people question your skill. Superstar lawyers get superstar fees because they deliver value to their clients in the form of results, service, quality, attention, access and responsiveness. They know it doesn't matter how much they charge as long as their clients believe in them, they receive even more in return. If you come across as a cheap lawyer, the true worth of your ability and knowledge will be lost.

13. ***Be Dignified, Professional and Confident:*** Pay close attention to detail and appearance. Don't let clients or prospects see anything that might reflect poorly on you or hurt your credibility. Prospects are moved by the lawyers' belief, conviction and self-confidence. As a result, know your value and how you can help prospects achieve their goals. Always appear confidence but without giving assurances of the outcome of litigation. Tell the client the truth about the relative strength of his case and never be afraid to advise against litigation if the case is too weak or there are other legal ways of achieving the desired result for the client.
14. ***Be Warm and Friendly:*** Your chances of winning a new client increase dramatically when the prospect likes you. Call prospects by name, smile, and maintain good eye contact because eye contact conveys honesty and trust. The sense of relationship that

develops between you and your clients is a bond that should not be easily broken.

15. ***Genuinely Respect And Care About Your Clients And Prospects***: When people see dollar signs in a lawyer's eyes, they grow defensive and resist the lawyer's efforts to help. But when the lawyer really cares, this feeling comes through loud and clear. Superstar lawyers don't talk down to prospects. They maintain an attitude of helpfulness and make prospects feel special. Their respect and caring give prospects a powerful emotional reason to choose them over other lawyers. Never engage a condescending attitude or language when talking with your client. Font be too serious or flippant.

16. ***Stay Positive, Grateful And Polite:*** Your outlook should always be positive and optimistic. Superstar lawyers appreciate their success and are grateful to the many people who helped them along the way. Superstar lawyers are genuine. They express themselves with the refinement you would expect of a highly educated, highly polished professional. All in all, most people find them nice to be around. At all times be natural.

17. ***Don't Use Closing Techniques To Pressure People Into Hiring Your Services***: Let your reputation speak for you. Educate prospects about your background, qualifications and experience. Discuss your successes. Emphasize to prospects, the importance of having a skilled lawyer represent them. Express the desire to help, but never pressure a prospect into making a decision. Leave total control in the prospect's hands. This will cause the prospect to further respect you, and increases the likelihood that the prospect will retain you. If you can avoid it and I pray you do, don't cultivate the practice of calling prospective clients to ask them when they will be back to conclude their briefing.
18. ***Create A Network Of Like-Minded Entrepreneurs***: Some people are cut out to be leaders, others to be followers. Build a network of friends and colleagues who share your energy, drive and determination. Then encourage and support each other's efforts so you are not inhibited by people who don't appreciate your desire for achievement.
19. ***Form Relationships That Go Beyond Lawyer/Client:*** Know that prospects and clients are people first and that many people don't

feel as though they have anyone they can talk to or confide in. If someone wants to share a success, listen, then offer congratulations. If someone wants to discuss something other than a legal problem, invite them to explain their situation. Remember that these clients probably aren't looking for a solution; instead, they just want someone who will listen. The most important thing you do for clients on any given day may have nothing to do with practicing law. Be careful not to breed over familirity which leads to contempt.

20. ***Never Stop Educating Your Audience:*** Prospects, clients and referral sources want to believe that you have the knowledge, skill and experience to justify your fees. Still, people may hesitate to hire your services -- or make referrals if they aren't sure about the depth of the lawyer's knowledge. It is therefore, important that you take every opportunity to educate your target audience. This allows them to put your knowledge on display and increases your credibility, which attracts more new clients. Also educate your colleagues. You can do this by offering continuing legal education programs, conducting professional seminars and sponsoring retreats, writing books and producing audio and video tapes -- whatever will be most useful to your colleagues. Don't be afraid of teaching your secrets

and methods to other lawyers. Superstar lawyers welcome the opportunity to become a lawyer's lawyer.

General Tips On How To Succeed In The Legal Profession

1. Law is a helping profession. Help others without looking for something in return. The simple fact is that effective networking means thinking about ways you can help your classmates, your colleagues and your friends meet their own career goals. Be generous with your own relationships and contacts, and you will build a large reservoir of goodwill for when you need help.
2. People want to help you. Graciously give them the opportunity to do so. “Everything good that happened to me came from others,” said Winkler.[18] As far as he's concerned, there's no such thing as climbing the ladder to success. Success comes from getting a hand from above to help pull you up the ladder.

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[18] Gail Cohen, Wink's 12 Tips on How to Succeed in the Low (March, 2011). Available at http://www.canadianłowyermag.com/legalfeeds/Winks-12-tips-on-how-to-succeed-in-the-low.html accessed on 17th January 2013.

3. Respect your elders. Respect your younger ones. Respect those of the same age. Respect your peers. Basically, treat everyone with kindness and respect, regardless of their social status, educational level or financial ratings.
4. Make new friends and keep the old. Effective business development is really all about relationships. Classmates from law school go on to become clients and sources of referral business. The same is true of your colleagues at work and other friends in the legal profession. Maintain these relationships throughout your career.
5. Be loyal. Loyalty begets loyalty.
6. Do not exaggerate. Do not mislead the court.
7. Be a mentor. Mentoring is a two-way street and you are never too old or too young to have or be a mentor.
8. Always go to events early. That way the next person who comes in has to meet you and they'll most likely remember you.
9. Join organizations and speak at any event that you're aske to. Winkler said he often got new clients that way.

10. If you have no work, go to your office anyway. You nev know what will crop up.
11. Take advice from people around you.
12. Integrity. A lawyer's integrity is of vital concern to the community.
13. Be just at all times. The best way to disarm your enemies is to do what is just under all circumstances.
14. To be a good lawyer, you must first be a good man.[19]

As pointed out by Winkler, if you follow these tips, 'you won't have to worry about problems with collegiality and civility'.[20]

Conclusion

Most law students and graduates aspire to be outstanding and not merely good lawyers. However, to achieve this, young lawyers must realize that although learning the law is relatively straightforward, it is much harder to cultivate the other qualities and skills that lead to success.[21] Young lawyers must also realize that while their employers will provide training, they bear the ultimate responsibility for their own professional development. It will not be out of place to reiterate once again that

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[19] See generally, Gail Cohen "Wink's 12 Tips On How To Succeed in The Law Avallable at http://www.canadianlawyermag.com/legalfeeds/Winks-12-tips-on-how-to succeed-in-the-law.html accessed on 17th January, 2013

[20] Gail Cohen supra, note

[21] See Poula Nalion(supra), note 3.

material acquisition should not be the immediate concern of a young lawyer, rather the building of a rock solid professional reputation should be the focus. Once you have that, success in all the facets of it will come through the door.