Insights: Publications

Chapter 10: Developing successful, authentic, out-of-the-box business development strategies

Business Development for Women Lawyers

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Developing successful, authentic, out-of-the-box business development strategies in a largely male-dominated profession is a challenge for many women lawyers. Where many senior partners have developed business by playing golf or taking their clients for cigars and steaks, women need to find a different way to develop business based upon their own personal interests and strengths. To conclude, Audra A. Dial, managing partner at Kilpatrick Townsend & Stockton LLP, discusses how she has created a variety of thoughtful and distinctive ways to develop business, particularly from women in-house counsel. Hosting book clubs, wine tastings, private dinners and teas with a discussion of the year's most popular business topics, including disruptive technology, handling change and leaning in are some examples of her curated client events. In this final chapter, she shares creative rainmaking tactics from her business development arsenal and presents an alternative to the “way it's always been done”.
