



EnergiseLegal case study

For Solicitors/Marketing Myself/Personal Branding

Leveraging internal networks for success

The Brief

- Achieve career vision following stepping stone move from private practice to in-house.
- To help to feel comfortable marketing self by playing to strengths so feels natural.

Our Role

- Encourage client to do more of what they do well and enjoy.
- Build on the internal networks they have created and relationships established to move internally.
- Remind them of what makes them great and that others see in them – things they do naturally.
- Look at internal opportunities to further develop their career path to move towards their ideal.

The Result

- Successful internal move from leveraging networks and engaging stakeholders.
- New in-house legal role with specialism in data privacy, innovation, technology and cyber security.
- Role and culture that 'ticks all the boxes' defined in her career vision.
- Achieved goal of working in an international team with travel part of role.
- Excellent career prospects in a growing in-demand future skill area, so good future career and earnings potential.
- Role enabling client to encourage, motivate, support and empower the people they work with.



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Client testimonial

“Rachel, you put me on this road 6 years ago. This is what my CV said: ‘Seeking a senior in-house multi-faceted role with an international visionary organisation with a diverse employee mix and need for employee relations expertise to safely navigate growth and continual performance improvement and engagement through uncertain times.’ Rachel, a million thanks. Those career coaching sessions with you back in 2016 and here I am now in 2022, about to embark on a role that aligns totally with the vision you helped me craft. It gives me goosebumps! I am so excited to be given an opportunity to immerse myself into something new.”

Lara Keenan.