



## **EnergiseLegal case study**

### **For Solicitors/Marketing Myself/Personal Branding**

#### **Public speaking confidence for new team leader.**

##### **The Brief**

- New head of family team.
- Needs to raise profile inside and outside the firm.
- Blocks about networking and being the centre of attention.

##### **Our Role**

- Help to reframe self-marketing so it feels more comfortable – about helping clients.
- Share practical networking tips to create ease.
- Identify a success strategy which works for the client on their terms.
- Highlight opportunities where client is happy to market herself and playing to their strengths.
- Role play situations so feels comfortable and confident following practice.

##### **The Result**

- Confidence to speak in public internally and externally when networking.
- Strategy to utilise team to create an impactful practice group approach to get noticed – team synergy and diversity of strengths.
- Networking more in a targeted way playing to strengths.
- Successfully combining fee earning, being a team leader, networking and marketing and a busy family life authentically.