

# Outspoken West 2022

## Moonlight: Cultivating Personal Brand & Business Development Skills in LGBTQ+ Professionals

Moderator



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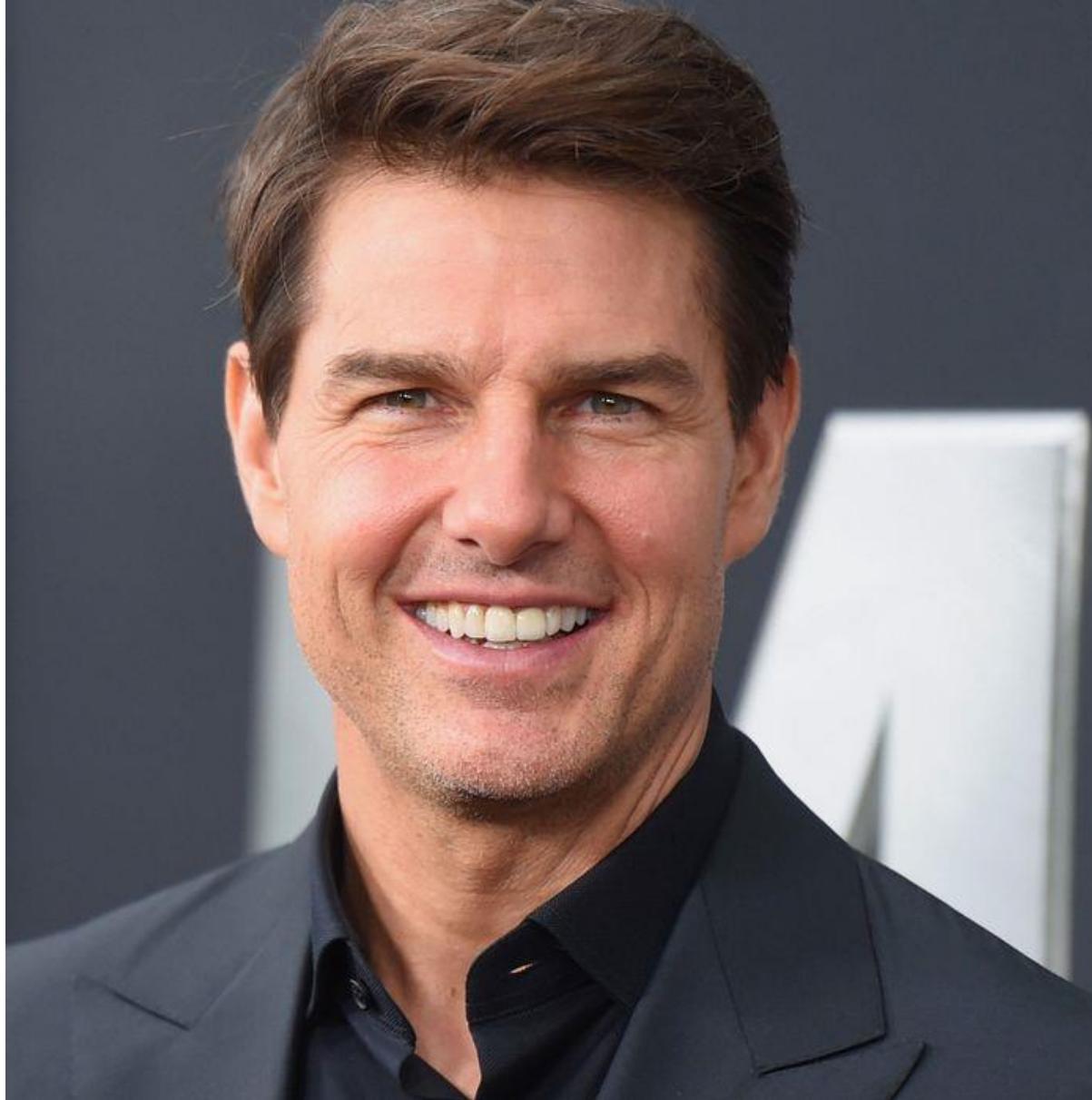
# First Impression



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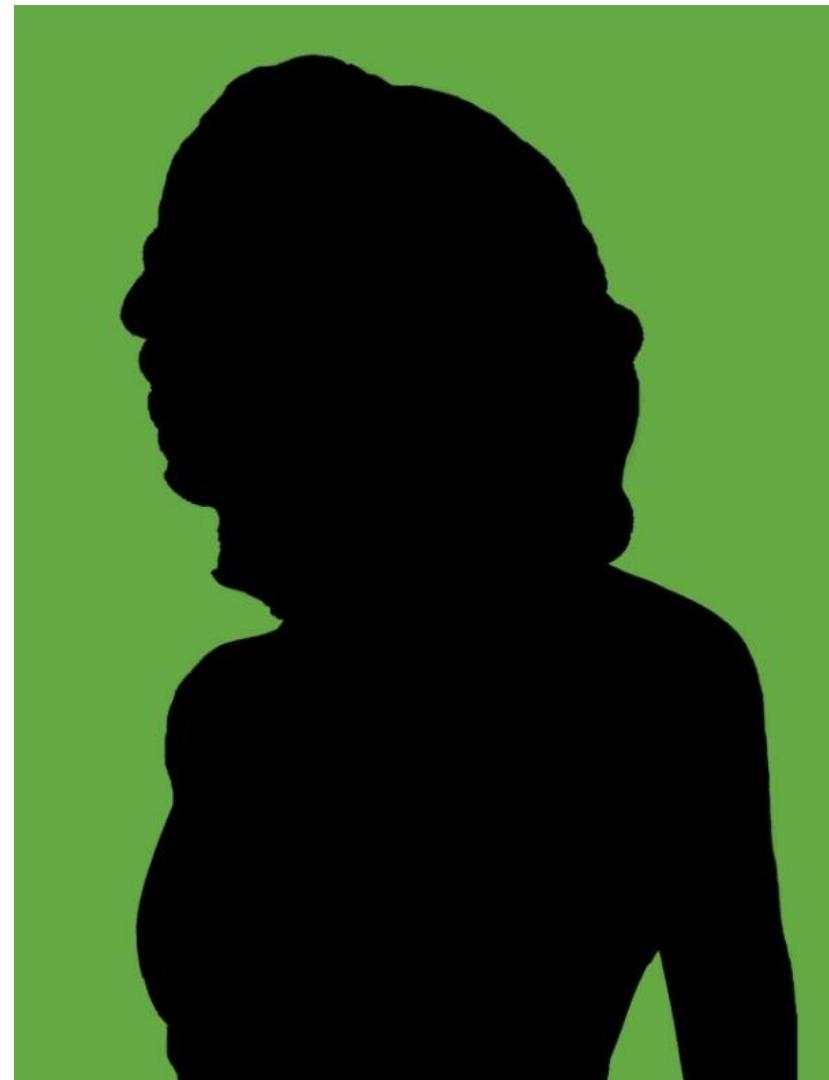
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# Panel



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*Moderator*



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You are a “rising star” Associate.

In addition to sharpening your legal prowess, you’re also excited about establishing a reputation that will lead to building your own book of business.

You enjoy networking, speaking on panels, authoring articles and attending conferences.

**What's your next step?**



## SCENARIO 2



Litigation Partner Jerry is trying to land a new client, Newhall, Inc., a publicly traded company. Newhall asks its law firms to comply with specific diversity requirements.

As a transactional attorney, you've never worked with Jerry but he asks you to accompany him on the pitch.

You assume you're there to "check" the diversity/LGBTQ+ box.

How do you respond?

## SCENARIO 3

Your organization is taking DE&I seriously and has launched a number of initiatives to shine a light on the issues, including the start of a diversity committee, educational programs for attorneys and clients and even pitches you for media opportunities.

As one of the org.'s few (out) LGBTQ+ attorneys, you're regularly tapped to attend/lead these initiatives. The time on these non-billable activities is adding up.

**What do you do?**



## SCENARIO 4



You and your spouse are new parents. Although a formal announcement was never sent out, many of your work colleagues know and are happy for you.

Partner Ralph, who you only know in passing, starts asking you questions in the lunchroom one day about “how the baby came about”.

Despite your best efforts to keep the conversation generic, Ralph persists with specific, poignant questions.

**How do you respond?**

Your firm's holiday party is a few weeks away.

Firm administrator Kim swings by your office to get the name of your +1.

A bit startled by your response, Kim starts to ask specific questions as to your relationship status and history with the individual.

**How do you respond?**



# Q&A



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