Saturday, November 5, 2022
10:50 am – 12:05 pm


Session Description:

Much more than a catch phrase, branding requires lawyers to find their true selves, strengths, and values to create a recognizable name and reputation. Regardless of the practice or career path, lawyers from all backgrounds can benefit from the perspectives and advice that this session offers to discover themselves as individuals and professionals.

True fulfillment in a career is possible only when what someone does is aligned with who they are. In the legal profession, there are too many attorneys who are unhappy, feel stuck, and are uncertain of their futures. Attorneys need to ask the right questions about themselves and learn how to create a meaningful and exciting career that they love. One of the first steps that this program will walk participants through is to identify their core values. By taking these first steps, attorneys can gain clarity on their long and short terms goals and make positive changes in their careers.

The topics that will be covered in this program include (1) defining branding; (2) learning about the role of fear (particularly fear of failure) in identifying true dreams and desires; (3) bridging the gap between dreams and reality and the role of goal setting; and (4) the next steps to developing authenticity and branding.

By understanding more about their inner self, the role of fear and other obstacles, and hearing the experience of the panelists, participants will gain clarity on their goals, learn what may be holding themselves back, and learn to make actionable steps to make them a reality.

Moderator:
Rebecca Sha, Employment and Education Attorney, Phelps Dunbar, LLP

Speakers:
Celina Lee, Career & Executive Coach, Creator & Host of Live Your Dream Podcast
Crystal Espanol, Crystal Espanol Coaching and Consulting, Career and Executive/Leadership Coach
Melissa Pang, Manager of Diversity, Equity and Inclusion, Ballard Spahr, LLP
Brand Building 101:
Finding Personal Strengths and Professional Meaning and Fulfillment
Speakers

- Celina Lee, Career & Executive Coach, Creator & Host of Live Your Dream Podcast
- Crystal Espanol, Crystal Espanol Coaching and Consulting, Career and Executive/Leadership Coach
- Melissa Pang, Manager of Diversity, Equity and Inclusion, Ballard Spahr LLP

Moderator

- Rebecca Sha, Employment and Education Attorney, Phelps Dunbar, LLP
What Does Branding Mean to You?
What is Branding?

- A way of marketing and advancing or directing your career (online presence, Linkedin profile, resume)
- A way of presenting yourself to the outside world
- A way of getting clarity about your personal and professional strengths and values
- A way of aligning what you do professionally with who you truly are and dream to be
- There are many definitions!
What is Each of Our Brands?

• Rebecca: an employment and education attorney who is breaking the “bamboo ceiling” in a large regional firm in the Deep South to lead the way for the next generation of female and minority attorneys.

• Celina: a globally recognized career and executive coach, podcast host, writer, and lawyer with a passion of helping people to pursue their dreams and live life doing what they love.

• Melissa: a leader in the diversity, equity, and inclusion field who is committed to providing opportunities for advancement in the legal field and building community.

• Crystal: an entrepreneur, career and leadership coach, attorney, and mother who work with high achieving professionals to advance their careers and business and live happier lives.
Why is Branding for AAPI Attorneys So Important?

• Many attorneys, especially AAPI attorneys, are unhappy with their careers, lifestyles, and are burnt out

• Some of us got into this career due to family expectations, and it hasn’t lived up to expectations

• Dispelling stereotypes about AAPIs in the legal field

• Some AAPI attorneys believe there is only a set pathway to success

• Breaking the mold of what career achievement means

• Defining what really matters to us as professionals and individuals
Why is Branding for AAPI Attorneys So Important?

- The pandemic has exacerbated career dissatisfaction as well as mental health issues
- Mental health is often ignored and stigmatized in the AAPI community
Building a Brand Can Help Attorneys With . . .

• Business Development
• Advancing in their career
• Leaving an unhappy job
• Transitioning to a different role
• Learning why you are where you are and deciding to stick through with it
• Discovering and making your dreams, professional and personal, come true
How Did We Each Go About Building Our Brands?

• Rebecca: As I was dealing with a crossroads in my career, I engaged a coach that specialized on attorneys while simultaneously participating in the NAPABA Leadership Advancement Program and discovered I am exactly where I want to be to make an impact on people as a leader.

• Celina: I worked as an investment banker, corporate lawyer, and general counsel and realized what really mattered to me was collecting and sharing dreams from people all over the world and helping them achieve their dreams.

• Melissa: I realized I should be doing diversity, equity, and inclusion work full time after organizing a NAPABA Northeast Regional Conference (where Celina was a speaker!), and becoming APABA-PA President. I used those experiences to speak on panels, talked to people who had the job I wanted, and posted about it all on LinkedIn.

• Crystal: I have always been an entrepreneur in addition to being an attorney and found being a coach to be the best way to bridge the best of two worlds.
How do we get career fulfillment?

• Only when what we do is aligned with who we are!
• Discovering our strengths and values
• Learning about our dreams and what is holding us back
• Putting a vision into action
Many Approaches to Branding
Celina Lee’s LOVE Approach

- Learn About Yourself
- Overcome Internal Obstacles
- Visualize Your Success
- Explore & Take Action
Celina Lee’s LOVE Approach

• Learn About Yourself:
  • Gaining self-awareness and knowing your strengths and values
Celina Lee’s LOVE Approach

• Overcome Internal Obstacles
  • We stand in our own way of living the life we want
  • Fear stops us from taking action
  • Crucial to overcome internal struggles
  • Reframe failure and rejection
  • Manage negative inner-voice
Celina Lee’s LOVE Approach

• Visualize Your Success
  • Imagine yourself having achieved your dream
  • Helps you stay motivated and focused
  • Will lead you to take actions to make your dream a reality
Celina Lee’s LOVE Approach

• Explore & Take Action
  • Only through taking actions will our lives change
  • Need to learn to create a career vision that is aligned with values
  • Take steps and actions towards that career that gives us joy and meaning
Exercise One – Step One: What are your values?

Acceptance
Achievement
Accuracy
Attractiveness
Autonomy
Caring
Challenge
Commitment
Conformity
Contribution
Cooperation
Courtesy
Creativity
Dependability
Faithfulness
Family
Genuineness
Growth
Health
Hedonism
Helpfulness
Humor
Industry
Inner Peace
Knowledge
Loving
Mastery
Order
Popularity
Power
Purpose
Exercise One – Step Two: What is your Dream?

If you knew you couldn’t fail – what would your dream be?

(Share it with a partner)
What is Holding You Back from Achieving Your Dreams?

• Will I be able to do a good job?
• What would other people think?
• What if I fail?
Overcoming Internal Obstacles and Get Out of Our Own Way

• How to know if you are living your fears
• Difference between conscious based values and fear based values
• How to reframe rejections & failures as the evidence that you are trying, challenging yourself, and getting one step closer to your dream
• The most important story of your life is the story you tell yourself about your life
• The importance of being aware of your inner negative voice and how to peacefully co-exist with it
• Thoughts lead to feelings, feelings lead to action or inaction, which creates our futures and realities
Exercise Two – Bridging the Gap Between Dream and Reality

What is one step that you can do today, this year, in five years to accomplish your goals?

(write it down and share it with a partner)
Bridging the Gap Between Dream and Reality

• Get support structures to help you get to your goals
• Learn what is holding you back and how to address those challenges
• Hold yourself accountable and have a partner to hold you accountable
• Seek a coach (or multiple coaches) to get clarity!
What is Holding You Back from Achieving Your Dreams?
Crystal’s Approach to Bridging the Gap and Building Your Brand by Goal Setting
Definition of a Goal: the object of a person's ambition or effort; an aim or desired result (Oxford)

Goals are a choice. It is what you decide to make happen.
OWNERSHIP
Who do you need to be to make this goal happen?
(Crystal’s B.A.R. Method)
Goal Setting Structure:
- Clarity/Know Your Why
- Set Small Goals
- Consistency
- Accountability Partner
- Track Progress
- Feedback
3 W’s for self feedback

1. What worked?

1. What didn’t?

1. What to do differently?
Role of Career Coaching for Attorneys

“Coaching is about connecting with people, inspiring them to do their best, and helping them to grow.” – Harvard Business Review
QUESTIONS?
Contact Us

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