

ACC NCR Career Development

How the Rules Have Changed – Developing a Personal Brand & Increasing Visibility During a Pandemic

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- Partner and Senior Practice Leader for MLA's In-House Recruiting group.
- Joined Major, Lindsey & Africa in 2001.
- Regularly works with CEOs, Boards, CHROs and General Counsel at organizations of all sizes to help them shape, grow and develop their legal teams.
- Formerly a litigator in San Diego.

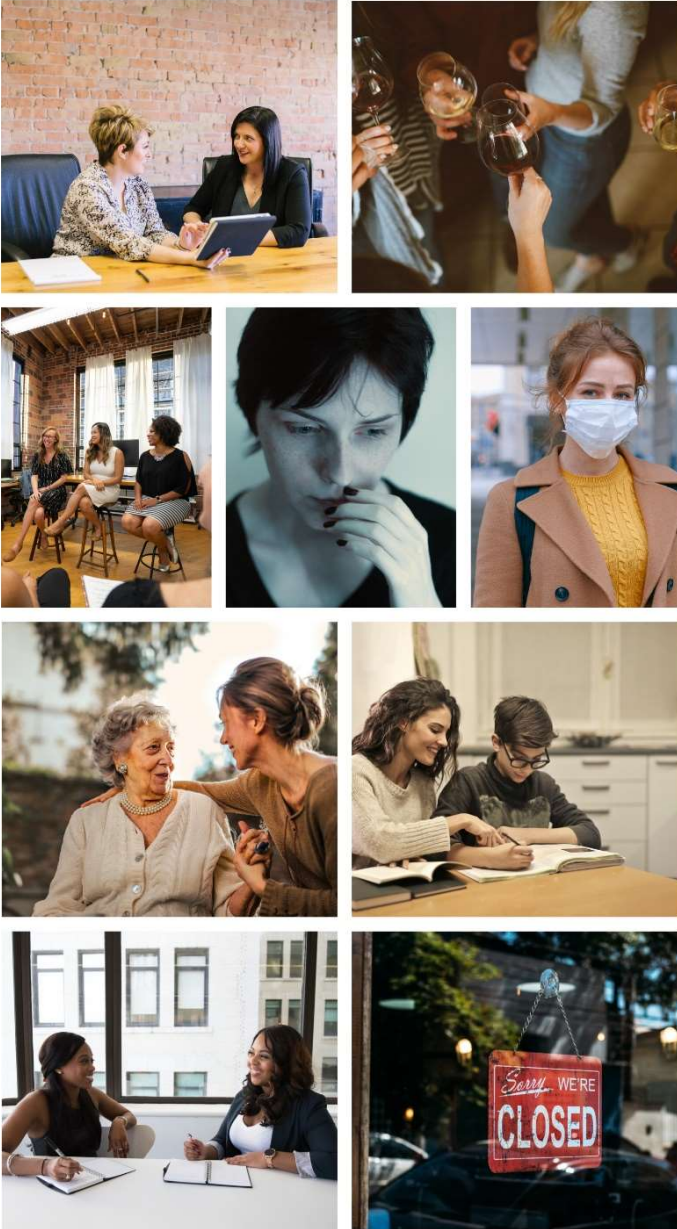


- ACC President & CEO since 2011
- Responsible for leading ACC's global transformation and rebranding to continuously improve services and remain relevant for in-house counsel.
- Previously, Executive Director at MCCA, and in-house counsel to Philadelphia-based energy company (ACC member for +10 years).



- New environment with the same goals
- Internal Communication
- External Communication
- Social Media
- Q&A

The 2020 Challenges to Self Promotion



- No in-person time with colleagues and others outside your organization
- No opportunities to network
- Marketing budgets slashed, events cancelled
- Pervasive sense of fear – health and economic
- Distractions: home schooling, elderly or sick parents, pets
- People feel very unapproachable

Keeping Up Your Internal In-House Profile

- Create a community and share information
- Identify internal clients to stay in touch with
- Be likable, top of mind
- Volunteer to lead a virtual training or town hall
- Become a thought leader
 - Write articles, gather information



Keep In Touch – Internal Networking



- Don't forget the old fashioned ways to connect
 - Email, phone calls
- Be the glue that brings the team together
- One on one Zoom meetings

Keep In Touch – External Networking



- Cold emails and calls
- What value do you bring?
- One on one Zoom meetings
 - Networking
 - Share information
 - Mutual support

Unique Ways to Connect via Video

- Podcast Club
- Wine tasting, cheese tasting or spa day
- Mocktail or cocktail recipes
- Similar industries to talk shop (Women of FinTech)
- An event that is not happening this year



- ☒ Think about your audience
- ☒ Control the size of your group
- ☒ Timing (start and end)
- ☒ Plan ahead by having an agenda
- ☒ Work out the tech issues in advance

Tips & Tricks for Video Conferencing

- Enhance appearance button on Zoom
- Good webcam
- Green screen
- Lighting equipment
- Look at your spot, it is distracting? Solid backgrounds work better than windows
- Virtual backgrounds
- Test out the different VC options



- What Kinds?
 - Twitter
 - LinkedIn
 - Facebook/Instagram
- How Often?
 - Is there such thing as too much?
- What to Post?
 - Sex, drugs & rock and roll?

Use your gut and don't be weird.

- Approach people with the appropriate amount of familiarity.
- Different people in the same organization might have different levels and that is okay.
- Pay close attention to new social cues.
- Some people are not going to be interested and it is not about you or your request.

Frequency

- A little goes a long way. The first contact makes the path.

- **Increased empathy, authenticity** (allows for forming deeper more personal connections sooner – the we're in it together mindset)
- **People are online not travelling and more reachable** (caution on do's and don'ts for reaching out)
- **Timed well, fewer distractions** (ability to focus on other party to conversation)
- **Approachable – flipside view?** (my thought is that notwithstanding perceptions of being unapproachable, many are actually more so because they are home – a networking conversation may be a nice break from routine)

Questions and Thank You

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