

## OVERVIEW

Developing a variety of leadership skills is one of the most impactful ways to transform your professional and personal life. It is an empowering process of harnessing your natural talents and provides you with an opportunity to inspire others. Skills developed via volunteering expand upon what you may not have had an opportunity to develop inside your current position, building long-term benefits to your career. As you work on developing your various skills, you become more attuned to your strengths and weaknesses, which creates self-awareness and the ability to relate to others. Additional benefits include: career growth, being more productive, getting more results through others, helping others achieve their goals, build and enhance networking, time management, communication skills and provides you with more confidence and personal satisfaction.



## COMMUNICATION

The ability to communicate effectively with your peers, colleagues, supervisors and staff is essential, no matter what industry you work in. Professionals in the digital age must know how to effectively convey and receive messages in person as well as via phone, email and social media. Communication skills involve listening, speaking, observing and empathizing. LMA's volunteer leadership opportunities will allow you to expand and hone each of those elements.



### Areas of Focus

- Active listening
- Non-verbal communication
- Asking probing and open-ended questions
- Being clear and succinct
- Developing trust and rapport
- Clarifying and summarizing



### Body of Knowledge Domain

- Business Development
- Client Services
- Communications
- Marketing Management and Leadership



### International and Regional Positions

- President | President-Elect
- Treasurer | Treasurer-Elect
- Secretary
- Member-at-Large
- Committee/Task Force, SIG Chairs and Co-Chairs
- Local sponsorship, programming and membership roles



## CREATIVITY AND CONTRIBUTION

Creative thinking is a valuable skill that can be applied in both your personal and professional life. Some benefits of being creative include: building a successful career, providing clever and fresh solutions to problems, and developing your self-confidence. You can flex your creative muscles and let your creativity help the organization shine.



### Areas of Focus

- Problem solving
- Innovative thinking
- Spontaneity
- Ability to look at all sides of the issues
- Hone flexibility and collaboration skills



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## EXPANDING YOUR NETWORK


Those who volunteer to serve in an LMA leadership position are presented frequent and substantial opportunities to establish meaningful connections with not only other LMA members, but with their fellow Board/committee/group volunteer members. The relationships made through these connections prove beneficial in several ways, both professionally and personally. Because those on your Board or groups are also legal marketers, you can exchange experiences and brainstorm new ways to solve problems and approach projects in new, innovative ways. Lastly, spending time with fellow board members can lead to the development of long-lasting friendships, which can be an unexpected, yet welcome benefit.

# LMA Leadership Skills Development



**Areas of Focus**

- Oral communication
- Approachability
- Networking
- Social



**Body of Knowledge Domain**

- Business Development
- Client Services
- Communications
- Marketing Management and Leadership




**International and Regional Positions**

- All



## LEADERSHIP SKILLS

Leadership is about mapping out where you need to go to "win" as a team or an organization; and it is dynamic, exciting and inspiring. Yet, while leaders set the direction, they must also use management skills to guide their resources and/or team to the right destination, in a smooth and efficient way. Whether managing an entire marketing function within a firm or managing a specific project, leadership means that you have the ability to drive to an outcome while fostering collaboration and achieving business objectives.




**Areas of Focus**

- Accountability
- Communications
- Confidence
- Decision making
- Delegation and empowerment
- Inspiring others
- Resilience
- Vision



**Body of Knowledge Domain**

- Business Development
- Client Services
- Communications
- Marketing Management and Leadership



**International and Regional Positions**

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## MENTORSHIP

Mentorship is a powerful tool used to accelerate the self-development and career progression of the mentee. As a member of LMA leadership, you have the unique opportunity to develop meaningful connections and establish a formal or informal mentoring relationship. By speaking on a reoccurring basis with the mentor, mentees are exposed to new ways to approach situations by gaining insight into the mentor's past experiences. As a mentor, benefits include expanding your role as a leader in legal marketing, having a part in shaping the future leaders of the legal marketing profession, and having the opportunity to share the experiences developed in your career. No matter where you are in your career, serving in an LMA leadership role presents opportunities to serve as a mentor or mentee to progress the professional development of those in the LMA community.



### Areas of Focus

- Inspiring others
- Leadership
- Accountability
- Confidence



### Body of Knowledge Domain

- Business Development
- Business of Law
- Client Services
- Communications
- Marketing Management and Leadership
- Technology Management



### International and Regional Positions

- All



## PROJECT MANAGEMENT

Project management is the application of processes, methods, skills, knowledge and experience to achieve specific project objectives according to the project acceptance criteria, within agreed parameters. By working as a project manager in LMA leadership, you can lead an entire project through initiation, planning, execution, control and completion. It provides an opportunity to lead a team, learn to adapt to different people, cultures, environments and situations, and hone your communication skills. Project management typically has final deliverables that are constrained to a finite timescale and budget.



## Areas of Focus

- Communications
- Delegation
- Organization
- Vision



## Body of Knowledge Domain

- Business Development
- Business of Law
- Client Services
- Marketing Management and Leadership



## International and Regional Positions

- All