

Short Description of Session

Diversity & Inclusion Requires Changing Hearts & Minds... That Takes Time. What Can You Do In The Meantime?

We all know too well, that it takes time to make progress in adding diversity and promoting inclusiveness in the legal profession. **What can you do in the meantime?** On an individual level each one of us can do something. We can make bold moves to change our own small world.

Participants will be able to see how they can make changes on a micro level, whether you are a Lawyer, Diversity Partner, Executive Committee Member, In-House Counsel, HR Manager, or Corporate Executive... **you can make a difference.**

Full-Length Description of Session

Diversity & Inclusion Requires Changing Hearts & Minds... That Takes Time. What Can You Do In The Meantime?

We all know too well, that it takes time to make progress in adding diversity and promoting inclusiveness in the legal profession. **What can you do in the meantime?** On an individual level each one of us can do something. We can make bold moves to change our own small world.

We will explore the solutions to statements such as:

- **“My firm is known for not promoting women to partner.”**
- **“I’m a minority lawyer and don’t ever get a chance to do meaningful work.”**
- **“The only time they take me on a pitch is when they want the prospective client to think we have diversity.”**
- **“My management committee doesn’t really value my diversity work.”**
- **“I’m trying to create a culture of diversity, but sometimes it’s like moving mountains.”**
- **“They say they believe in diversity but when it comes to promotions it’s another story.”**

Participants will be able to see how they can make changes on a micro level, whether you are a Lawyer, Diversity Partner, Executive Committee Member, In-House Counsel, HR Manager, or Corporate Executive... **you can make a difference.**

Presenter's Biography:

Paula Black is a legal business development and branding expert, author, consultant and coach. Paula has helped firms of all sizes—from one attorney to one thousand—to separate themselves from their competitors and achieve the growth they desire. Those experiences, coupled with her invaluable marketing knowledge across a wide range of industries, allow Paula to deliver rich, results-driven business development solutions, which leads to a more successful and more fulfilling practice.

She drew on that experience to write "*The Little Black Book on Law Firm Branding & Positioning*," which the Independent Publisher Book Awards recognized as the **2006 Business Breakthrough Book of the Year**, as well as one of the **Ten Outstanding Books of The Year**. Paula followed that success with a second book, "*The Little Black Book on Law Firm Marketing & Business Development*," and then the **Amazon-bestseller** "*The Little Black Book: A Lawyer's Guide To Creating A Marketing Habit in 21 Days*."

Paula has delivered seminars and speeches for The American Bar Association, The Managing Partner Forum, TAGLaw, Numerous Regional Bar Associations and Practice Area Conferences, among others. For more information visit: paulablack.com.