Have you been trying to increase the number or quality of the mediation cases that you attract? Have you been actively networking and marketing your practice but it isn’t producing the results you hoped for? In this workshop, you will create a comprehensive business development strategy to help you stand out from the crowd—a strategy that is an authentic representation of you and your values, and which will enable you to attract the specific clients who are the best fit for your practice. This one-day workshop includes the following modules:

1. Choose or Fine-Tune Your Niche – You will learn why it is critically important to have a clear niche and how to select one that is a fit for your experience and aspirations.
2. Identify Your Unique Selling Points – You will learn five methods for distinguishing yourself from other mediators in the same niche, and identify what makes you special.
3. Practice Powerful Messaging – You will learn the seven common mistakes mediators make when communicating about their practices and how to correct those errors.
4. Select a Strategy for Attracting Clients – You will engage in a systematic evaluation of opportunities and challenges based on your specific circumstances, and choose a path forward.
5. Create a Business Development Plan – You will operationalize your strategy, including how to leverage existing relationships, and where and how to promote your practice.

Each module includes practical information specifically for mediators, as well as the opportunity to engage in exercises and techniques where you apply those principles to your own practice. The workshop is highly interactive, and participants can discuss their individual circumstances, practice communicating about their businesses and get suggestions and support from other workshop participants.

Anna Rappaport, PCC, is a former lawyer and the founder and principal of Excelleration Coaching. She has been coaching for 18 years and helps lawyers, mediators and arbitrators create business development strategies suited to their strengths and preferences, find the time and energy to implement these plans, and perfect their communications to make the best use of their precious time. Anna publishes regularly in the American Bar Association’s Law Practice Today magazine and The National Law Review, and speaks around the country on various career and business development topics. Anna has been active in the ADR world since 2014 and is currently Council Member-at-Large for American Bar Association’s Dispute Resolution Section. She received a J.D. from The George Washington University Law School and is a member of the Maryland and Washington, D.C. bars.

Go to the Mediation Training website for access to the webinar, law.missouri.edu/cle/.