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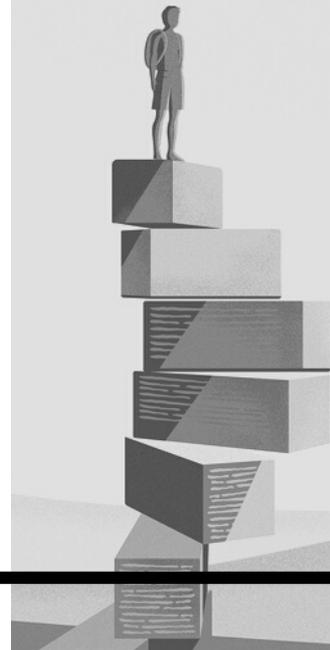
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THE IMPORTANCE OF PERSONAL BRANDING FOR LAWYERS.

*An interview
with Daniel Lo*

by [Asia Law Portal](#)

Recently we have seen lawyers transition from traditional forms of marketing into personal branding on social media in order to build up their personal value proposition but also to create a lasting brand outside of their employer (especially valuable for the sole practitioners or consultants out there). The millennial generation and upcoming younger generations appreciate the effort that professionals make in engaging them, and will gravitate towards those that are transparent and comfortable with showing vulnerability. - *Daniel Lo*



more [here](#).

IGNORE THE TECHNOLOGY TO BEGIN WITH

How to tackle digital transformation and help your legal teams start producing more for less.

Having dabbled with technology for years, the legal sector is seeing some real traction with utilizing automation to drive efficiency, ranging from managing contracts, documents and knowledge more effectively to tracking matters and cases. And that is only the tip of the iceberg, according to the Head of Technology and Transformation at Konexo, Babar Hayat.

“One area of automation that is having a real impact is robotic process automation,” he says. “Over the next year or so I think we’ll see organizations using robots to augment some of the manually intensive work that people are doing. I think we’ll see other areas like data analytics come into play too, which will drive efficiency and identify insights and opportunities.”

This may seem hard to digest in an industry not known for its early adoption of technology. However, investment in legal tech tipped \$1bn last year as law firms sought to gain the kind of competitive advantages promised by the smart use of technology. This situation has been exacerbated by the outbreak of COVID-19. “Teams are having to deal with a lot more work for less,” says Babar.



more [here](#).

by [Konexo Insights](#)

How can in-house legal departments become drivers of business success?

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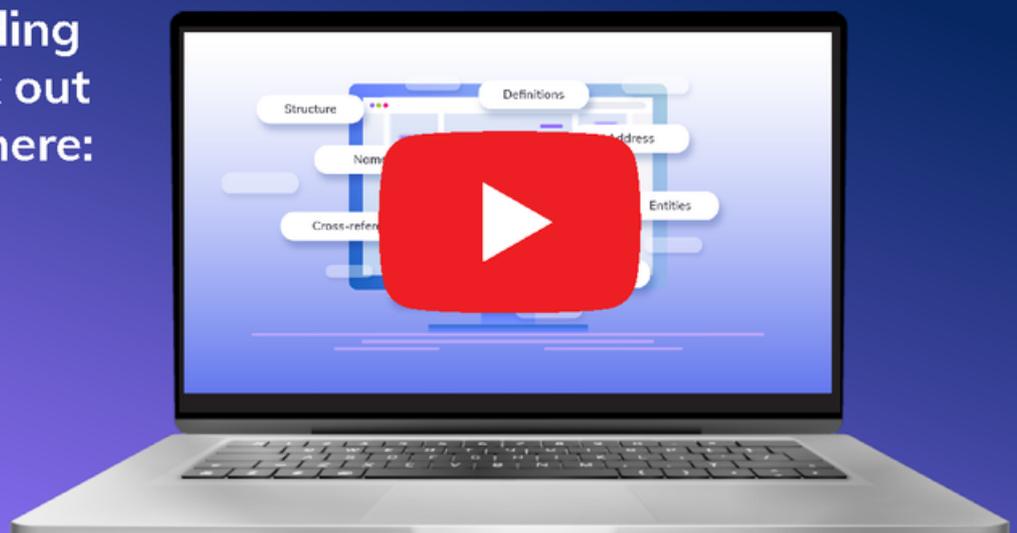
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6 PREDICTIONS FOR POST-PANDEMIC ACCOUNTING FIRM MARKETING

via Thomson Reuters - Insights

Accounting firm consultant Katie Tolin recently pulled up a presentation she delivered two years ago on the future of marketing for accounting firms – just to see how much has changed since the onset of the COVID-19 pandemic.

“Think about everything we’ve traditionally done in person that’s not happening this year, and which I predict won’t happen through at least the first half of next year,” says Tolin, founder of CPA Growth Guides. “We’re not attending a conference, we’re not attending a local networking event, we’re not exhibiting at the industry trade show we go to every year, and we’re not having drinks with a group of prospects or referral sources after work,” she adds.



more [here](#).

THE IMPACT OF COVID-19 ON IN-HOUSE COUNSEL AND WHERE LAW FIRM EXPERTISE IS VALUED

via Lexology

As the demand for legal expertise has increased due to COVID-19 and the emergence of many complex issues, we have seen a significant number of firms pivot their strategies in order to become more digitally focused and support their clients through the pandemic.

With marketing strategies needing to change as firms are forced to become more digital, we'll take a look at how the insight and guidance provided by law firms has helped ease the growing burden on in-house and c-level executives, including how content marketing is becoming the key trigger in new sales.



more [here](#).

LAW FIRM LEADERS SPEAK TO THE POWER OF MARKETING

by *Asia Law Portal*

In today's competitive business landscape, many lawyers and law firm leaders understand that it is no longer enough to provide stellar legal services, but lawyers also have to understand their client's business and become their trusted advisors to help them grow. With COVID-19 thrown in the mix, law firms have worked more closely than ever with their in-house legal marketers and consultants to lead the charge and help law firms stay ahead of their competition.

In this article a variety of marketing partners, general counsel and lawyers who understand the power of marketing have shared their insights.



more [here](#).

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IBA EMBARKS ON FIRST PHASE OF GLOBAL INITIATIVE ON MENTAL WELLBEING IN THE LEGAL PROFESSION

via [International Bar Association](#)

The International Bar Association (IBA) has embarked on a global project aimed at addressing the mental wellbeing of legal professionals as COVID-19 exacerbates tensions in professional and personal lives. The key initial phase of the project consists of two global surveys – one for individual lawyers, the other for law firms and other legal institutions, including bar associations, law societies and in-house legal departments. Available in both English and Spanish, the surveys are anonymous and take approximately ten minutes to complete.

The data gathered from the completed surveys will provide insight into:

- The pressing mental health concerns of legal professionals;
- The support they can expect to receive from their workplaces;
- How the wellbeing of lawyers and other stakeholders in the legal profession are affected by their work and working environments;
- Identifying problems that each might have faced in getting the help they needed;
- What law firms, bars and law societies should be doing to support those in distress.

The **IBA Individual Lawyer Wellbeing Survey** can be accessed [here](#).

The **IBA Institutional Wellbeing Survey** is available [here](#).

A JOURNEY TOWARDS SUSTAINABLE MENTAL WELL-BEING

In this Announcement 30, the Well Being Chapter wants to look at a few tips on a continuing journey towards sustainable mental well-being. Well-being is about accepting, not avoiding, difficulties and adversities

Here are three tips:

- Work through stress and negativity and try to strive to feel right instead of to feel good. Life is full of challenges, and it is important to become adaptable and resilient;
- Be open to negative emotional experiences, try to set aside a designated time to sit with them, slowly expose yourself in a controlled way to those negative feelings...they will eventually subside. It remains important that we accept the negative feelings or at least acknowledge them instead of avoiding them; and
- Move towards true overall wellness which also includes both satisfying experiences and personal relationships.



more [here](#).

Well-Being Chapter Announcement 30

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