

Shutts' Focus on Women Group Hosts Rainmaking Seminar for Female Attorneys

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On Thursday, January 14, Shutts & Bowen's Focus on Women Group hosted a Rainmaking Lunch & Learn event to address the challenges faced by professional women in the legal industry, many of whom have encountered a vast range of daunting issues related to the coronavirus outbreak ranging from parenting challenges, staying connected with clients, and developing business in a virtual world.

The goal was to provide attendees with the tools necessary to grow their business through anecdotes and personal insights from some of the firm's top female producers, all of whom have successfully balanced family and professional responsibilities as they have pursued vibrant careers in the legal industry.

The event was moderated by [Aliette Rodz](#). She was joined by [Peggy Rolando](#), [Mary Ruth Houston](#), [Jennifer Slone Tobin](#), [Patricia Leonard](#) and [Sara Levy](#), who each shared their road to success and the techniques that they found most effective for cultivating their practices as they progress through their career. This included their own perspectives on business development, time management, community involvement, staying top of mind with their clients and prospects, and finding success during the pandemic.

Each of the six women leaders described the importance of finding their own style and building authentic relationships as strategies to thrive while also defining their personal view of what success looks like. Some of the advice shared included developing a legal niche that interests you from which a book of business can be built; providing clients with a personal touch beyond the business relationship; seeking positions of leadership within professional organizations as opposed to simple memberships; seeking out opportunities to speak and write; considering becoming board certified in your practice; setting aside time to cross-network with attorney colleagues in your firm; and cultivating relationships with not only general counsel, but those close to the general counsel who may hold that position in the years to come.

When asked how to be successful a woman in a male-dominated profession, Aliette shared her advice. "Always remember that you are not the woman in the room. You are the other skilled attorney in the room," she stated.

Shutts & Bowen attorneys established the [Focus on Women](#) program in 2004 to provide its female attorneys with opportunities for mentorship, collaboration, professional development and growth both in the firm and throughout the community. The Focus on Women group's goal is to assist in the advancement of both a successful working environment and a platform for community involvement.



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About Shutts & Bowen LLP

Shutts & Bowen, established in 1910, is a full-service business law firm with approximately 300 lawyers in offices in Ft. Lauderdale, Jacksonville, Miami, Orlando, Sarasota, Tallahassee, Tampa, and West Palm Beach. Learn more about Shutts & Bowen at www.shutts.com.

Professionals

Mary Ruth Houston

Patricia A. Leonard

Sara Levy

Aliette DelPozo Rodz

Margaret "Peggy" A. Rolando

Jennifer Slone Tobin

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