

Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

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Rainmaking Recommendation from Jaimie Field, Esq. - The Why of Goal Setting

Never fear, Zen readers, I have not forgotten about our Twitter tutorials! However, I had a minor mishap with an exacto knife and Christmas gifts the other night, which has left me with five stitches in my left index finger, making it rather painful to type long posts! So between all of my recent travel and my latest clumsiness, you'll have to wait just a bit longer for the latest installment.



In the meantime, I'd like to bring you another tip from my friend and Rainmaking expert, Jaimie Field of Marketing Field. You can see her [previous rainmaking recommendations here](#) or you can [sign up to receive them right in your email inbox](#) on the first and third Wednesdays of the month. I highly recommend doing that - they're always excellent!

On to her recommendation!

Rainmaking Recommendation #47: The Ubiquitous Goal Setting Recommendation

Around this time of year, every person who works in the personal development business, law firm marketing and rainmaking training is writing posts on how to set

goals for your next year. In fact, if you Google “Goal Setting” and just set the search parameters for this month, you will see 213,000,000 hits.

This rainmaking recommendation is not about “**How**” to set goals. My blog is filled with how (as is any of the sites on the web when you Google the term) using the [SMARTY](#) technique.

This is about the “**Why**” to set goals.

Here are my top three reasons:

1. **Provide you with direction:** Think of your life like a GPS. When you use your GPS to get directions to where you want to go, you have to input your destination. Goals are like this. They provide you with an idea of where you want to go in your legal career. When you set goals, particularly in writing, it also allows you to “recalculate” when you run into obstacles or detours to get to the end point. (Thank you to Karen Jacobson, [“The GPS Girl”](#) for this analogy).
2. **Provides you with Motivation:** When you write down the goals you really want to achieve and break them into the small steps to get to the end, every stage you accomplish gives you that extra push to get to the end. There is nothing more satisfying than literally crossing off a task on your list that will help you reach your goal.
3. **Increase Productivity:** When you know what want to accomplish – your goals - and have the steps to get there in writing – your tasks - you can increase your productivity. For the most part, when people walk into their offices, they allow the day to dictate what they do. You have the ability to increase your productivity when you know exactly what to do and when to do it.

When you can understand the “**Why**” to set goals, the “**How**” becomes easy.

Rainmaking Recommendations are sent the first and third Wednesdays of the month. They are bite size tips that when implemented will cause you to make rain. To learn more about Rainmaking, Goal Setting and Achieving the Life you want as an Attorney please contact Jaimie B. Field, Esq. If you have missed any of the previous Rainmaking Recommendations you can find them at www.jaimiefield.com The Enlightened Rainmaker Blog

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