



Avena of GWT talks about the activities she participates in to advance her career

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What activities do you participate in to develop business and advance your career?

I regularly conduct presentations to legal and trade organizations, publish articles and write an Environmental Law Bulletin. Networking is yet another facet of my business development. Opportunities include conferences, bar association events, trade organizations and formal networking groups. Â Do not be afraid to tell people "I am developing my practice and could use your help." Â Describe what you do, "pick their brains," and tell them what would be a good lead for you. Â A career is a continuum, so even if the efforts don't generate immediate business, years later that client may remember you as just the legal talent they need for a new venture. Â Overall, I have found that the most effective way to develop business is to be the first to help someone else without expectation. Â The rewards can be the most unexpected and delightful aspect of your career development.

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