

Myers-Briggs Type Indicator & Communication Strategies

Interactive Workshop for Women Attorneys



Eva Wisnik, President

Eva Wisnik is the former Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. After 10 years as a recruitment professional, Eva founded a training and placement firm for the legal community. Since starting her business in 1996, she has conducted more than 600 training programs for law firms nationwide, including 74 of the AmLaw100 firms.

During this workshop, women attorneys will learn about their communication style and how it is perceived by others. Participants will gain an understanding of their own personalized marketing style. They will learn how to develop new business by using these unique traits and at the same time remain “true” to themselves.

During this 2-hour interactive workshop, participants will:

- ✓ Receive the results of their own Myers-Briggs Type and a clear understanding of their unique way of marketing and communicating;
- ✓ Learn specific steps for asking potential clients questions and actively listening to better understand their needs;
- ✓ Gain hands-on practice and observe how colleagues process information, make decisions and communicate, to illustrate the need for a different marketing approach for different clients;
- ✓ Develop an understanding of internal and external clients' work styles and strategies for building trust-filled relationships;
- ✓ Master strategies for communicating most effectively with existing and prospective clients;
- ✓ Receive resources to further understand their Type and to enhance communication skills.

