

# Finding a Marketing Style That Works for You

Using the Myers-Briggs Type Indicator (MBTI)



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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.

**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 interactive workshop participants will learn:

- ✓ Results of their own Myers-Briggs Type and a clear understanding of their unique way of marketing and communicating;
- ✓ Specific steps for asking potential clients questions and actively listening to better understand their needs;
- ✓ Hands-on observation of how your colleagues process information, make decisions and communicate to illustrate the need for a different marketing approach for different clients;
- ✓ Ideas for working with other lawyers, clients and staff to service your clients most effectively;
- ✓ Resources to further understand Type and to enhance communication skills.

