



Training Programs
Wisnik Career Enterprises, Inc.

www.Wisnik.com



Eva Wisnik

President & Founder

Eva Wisnik is a career expert and recruiter for America's most prestigious firms, as well as the author of *Your Fairy Job Mentor's Secrets for Success*. She spent 10 years hiring talent from top schools for investment banks and law firms. Prior to starting Wisnik Career Enterprises, Inc. in 1996, Eva was the Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader Wickersham & Taft. Since then, she has worked with more than 120 law firms, placed over 1,000 recruitment and marketing professionals, and conducted over 800 training programs for law firms nationwide.

Eva earned her BA in Psychology from Barnard College, Columbia University, and an MBA in Marketing from Fordham University. She is certified in the Myers-Briggs Type Indicator, in the Covey Time Management System, and as a Health Coach through the Institute for Integrated Nutrition. Her goal is to share her learnings with others so they can lead the most successful and fulfilling lives possible.

Training Programs

- 7 Pillars of Interview Mastery 4
- Lateral Partner Interviewer Training 5
- Maximizing Daily Opportunities for Growth & Contribution 6
- Mentoring & Engagement Strategies for Partners 7
- MBTI for Optimal Collaboration & Communication 8
- Achieving Your Next Level of Success 9
- How to Make Time for Your Well-being 10
- How to Thrive as a Summer Associate 11
- Time Management for Attorneys 12
- Business Development for Attorneys 13

7 Pillars for Interview Mastery

During this workshop, participants will:

- Learn to interview intentionally by being clear about what traits to look for in future hires
- Understand the importance of asking behaviorally based questions
- Learn how to prepare purposefully to create a meaningful interview experience
- Master key selling messages, so every candidate knows what distinguishes your firm
- Gain insights for avoiding unconscious bias during the interview process

“Eva’s customized interviewer training program will sharpen your interviewers’ skills. Feedback from participants, even our most experienced interviewers, was extremely positive and included: ‘TERRIFIC!’ and ‘No other interview trainings have been anywhere as useful and practical as this one.’”

Hiring a select group of attorneys is challenging. In this 60-minute customized training, your attorneys will learn the 7 Pillars for Strategic Hiring so they can identify the most important traits in target candidates, ask the right behaviorally based interview questions, and provide clear selling messages that leave a lasting positive impression.

Our customization process includes developing your unique “Firm Profile” based on surveying partners to identify the key traits needed for success at your firm.

By investing in this interviewer training, your attorneys will have the tools to ask high-mileage questions and the know-how to provide meaningful feedback to ensure that you hire the right legal talent and leave a lasting positive impression on candidates.



Lateral Partner Interviewer Training

This customized 75-minute program will teach your partners how to execute strategic interviews that result in hiring partners who have the best chance of being successful long-term additions. They will learn how to implement consistent interview processes for evaluating each candidate, share valuable feedback, and communicate key marketing messages that are compelling to candidates in this competitive market.

Participants will learn what questions to ask and how to best phrase them. They will also gain a deeper understanding of their role in the interview process. In addition, Eva will teach them how to leverage behaviorally-based questioning techniques to determine if the candidate possesses the key traits needed for success at your firm.

As part of the customization process, Eva will interview and survey selected partners at your firm to establish a "Successful Lateral Partner Profile" that identifies the traits, track record, and professional values of candidates who have the highest probability of succeeding at your firm.



This customized Interviewer Training workshop will provide your partners with:

- Best practices for implementing strategic lateral partner interviews
- Questioning techniques that will enable interviewers to delve into the candidate's resume in order to obtain important information
- Strategies for surfacing key issues during the interview process to ensure good decision-making
- Methods for marketing your firm more effectively to target offerees by fully understanding and focusing on the candidate's unique needs
- Closing techniques that increase the probability that candidates with offers accept
- Discussion of how to recruit new partners by leveraging existing relationships

"Eva's ability to connect with senior professionals while delivering actionable, high-impact content makes her an invaluable resource and a true partner in elevating recruiting and hiring effectiveness."

Maximizing Daily Opportunities for Growth & Contribution

During this workshop participants will learn:

- Specific steps for building their professional reputation
- Daily practices for nurturing professional relationships and being a great mentee
- Time management habits for focusing on important, not just urgent things
- Mindset management habits to release perfection, scarcity, and competition
- Ways to identify and take ownership over their career goals

"Eva was a wealth of knowledge and provided actionable tips that our associates could use to improve their practice."

This 75-minute session will teach associates strategies to take advantage of the growth opportunities that exist daily. They will learn how to expand their time management, relationship building, and communication skills.

Associates will leave knowing the key to creating a successful and fulfilling life is to have a growth mindset and seek out opportunities to contribute to clients' success. By mastering these habits and taking daily action, they will create not only a success-filled career, but a deeply rewarding one, too.



Mentoring & Engagement Strategies for Partners

Engaging associates to perform optimally is challenging in today's workplace. Mentors, both formal and informal, are key to helping associates to thrive at your firm. This training will provide tools so those who work closely with your associates truly know how to communicate expectations, build trusted relationships and instill a sense of belonging.

Your associates will feel engaged and be inspired to produce their best work when the attorneys they work for show investment in them. This program will provide the methods needed to demonstrate investment in their long-term success.

Your partners' and senior attorneys' expectations are much more likely to be met, even exceeded, when they know how to articulate their unique work style preferences, make associates feel like valuable team members and communicate a common client service mission.

Using Eva Wisnik's P.E.E.V.E.S. framework, partners will have tools to help associates thrive in their careers.

During this 60-minute workshop, participants will:

- Learn specific steps for investing in associates' development and being a true mentor
- Gain insights for building trusted relationships that engage associates
- Identify their unique work style preferences and pet peeves so they can set those working for them up for success
- Learn effective ways to share meaningful feedback
- Receive tips for communicating a common mission and instilling a sense of belonging

"Eva dove right into the heart of the issues and provided incredibly specific, practical advice on how to address them. I heard great feedback all day from our partners and I'm excited to keep the momentum going as we roll out our new mentoring model."



MBTI for Optimal Collaboration & Communication

During this workshop, participants will:

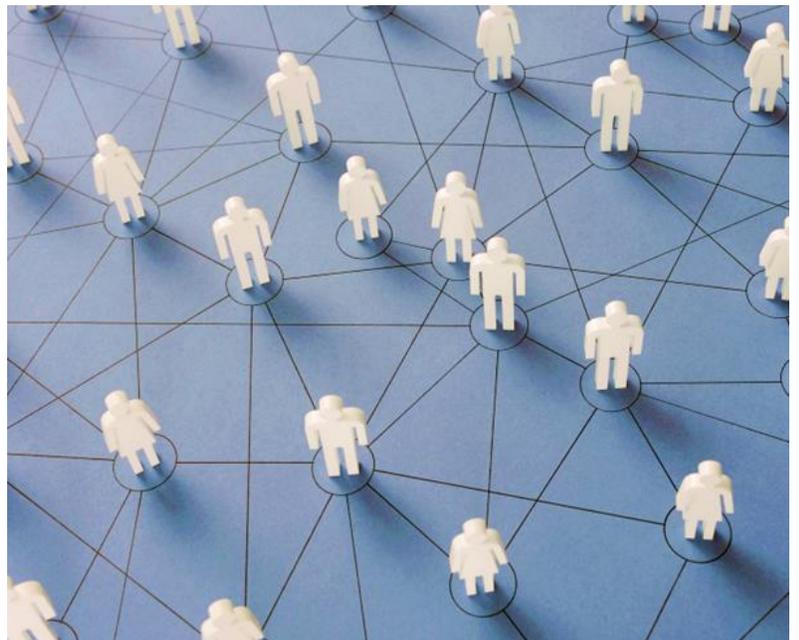
- Gain insights about their own preferences for working and communicating with others
- Learn specific strategies for working with colleagues whose styles are different from their own
- Participate in a hands-on experience watching how others process information, make decisions and communicate
- Gain strategies that will help build trust-filled relationships that foster a collaborative work environment

"Eva is a charismatic presenter. She communicates clearly and was well-prepared and knowledgeable. The content was well-researched and insightful, making it both informative and engaging, and working with her was an absolute pleasure!"

We have all witnessed how conflicting work styles and miscommunication cause havoc. In addition, our new multigenerational workplace poses new challenges for building trusted work relationships.

Eva Wisnik has administered the Myers-Briggs Type Indicator to over 8,000 law firm professionals, including associates, partners and business services professionals.

Each participant will receive the results of their Myers-Briggs type and insights into their unique way of working, communicating and making decisions. This highly interactive session will provide team members with tools to communicate and work most effectively with clients and colleagues and build a more collaborative work environment.



Achieving Your Next Level of Success

In this session, senior associates will identify their core values and develop the skills needed to achieve their goals. The program addresses key areas that support the transition to the senior attorney level, including business development and management skills. Participants will learn how to focus on meaningful priorities and cultivate the mindset and habits that support their next level of success.

Senior associates will also gain greater awareness of inner obstacles, including fear of failure and imposter syndrome, and learn how to remove these barriers in order to create the successful career they envision.



This hands-on workshop will provide:

- Clarity around work/life values
- Insights into how to leverage the time management matrix to focus on priorities
- Discussion of how to turn contacts into clients
- Mindset management habits
- Daily well-being practices to better manage challenges and change
- A process for identifying and removing internal obstacles
- An action plan to support growth, contribution and fulfillment

"More than anything, Eva's presentation inspired me to focus on what I can control right now: lifting limiting beliefs and being grateful for the successes that I have already accomplished."

How to Make Time for Your Well-being

During this workshop participants will:

- Identify the sources of their Worry-Time™, including procrastination, perfectionism, future tripping, or self-generated distractions.
- Learn which proactive activities will help them feel more in control.
- Learn mindset management techniques to conquer their negativity bias and develop a positivity focus
- Create daily well-being habits to fuel focus and productivity

This 60-minute virtual or in-person training equips attorneys and business services professionals with practical tools to feel more in control, focused, and resilient. Participants will learn how to build daily well-being habits that support sustained productivity and focus.

Because we are wired with a natural negativity bias, uncertainty often leads to excessive worrying and mental overload. This program helps participants recognize that pattern and intentionally shift from unproductive Worry-Time™ to practices that support well-being.

Designed for high achievers, the workshop includes a brief assessment to identify individual sources of Worry-Time™, along with concrete strategies to build the mental and emotional reserves needed to manage challenges. Participants leave with a clear framework for taking proactive ownership of their well-being.

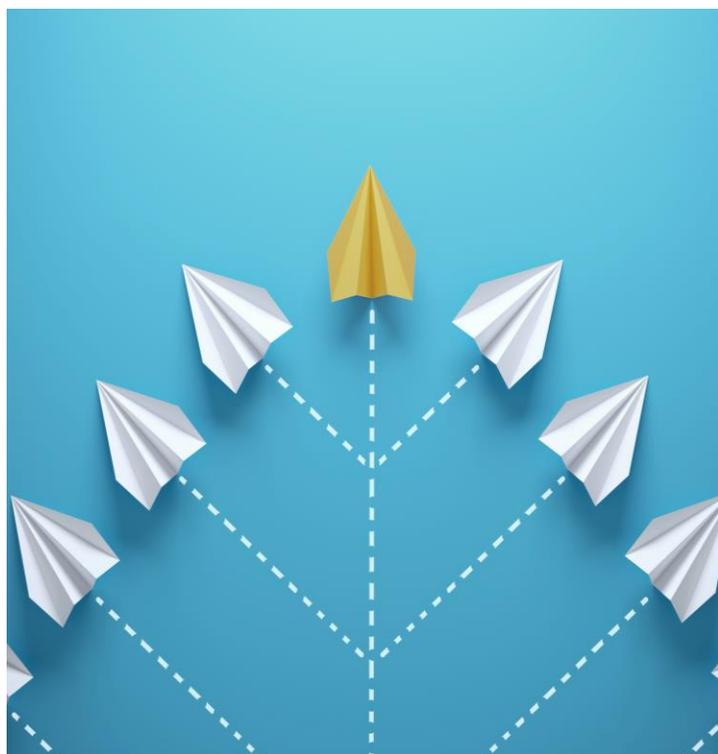
"Eva's presentation is perfect for professionals seeking to improve time management skills and well-being habits. Participants walked away with valuable insights and practical steps to take into their professional and personal lives."



How to Thrive as a New Associate/Summer Associate

What it took to be a great student is not what it takes to be a great attorney at your firm. There is a passivity pandemic occurring where many junior associates are failing to take ownership and thrive. This training will help move your new associates from a school mentality to a proactive service mentality.

This interactive 60-minute workshop will help them master time management skills, cultivate a client service attitude and develop an ownership mindset. In addition, they will identify specific areas of growth to become valuable team contributors.



During the workshop, participants will:

- Gain insights into the 5 biggest mistakes junior attorneys make and how to avoid them
- Learn a framework for delivering outstanding work that includes Preparing, Anticipating, Initiating, and Never assuming
- Master the “How To’s” for being proactive and client-service focused
- Learn specific steps for communicating and building trusted relationships with clients and colleagues
- Gain insights from supervising attorneys as to what they expect from new lawyers
- Develop strategies for overcoming perfectionism, overthinking, and procrastination

“Eva is an incredible speaker and the knowledge she provides summer associates is invaluable. Her years of experience in the legal industry gives her a unique perspective into how to succeed in a Big Law environment.”

Time Management for Attorneys

During the workshop, participants will:

- Learn time management strategies for focusing on the most important things, not just the urgent ones
- Develop a system for planning efficiently by using a Daily Action Plan
- Master a system for controlling interruptions and distractions
- Learn how to become proactive and take action on long-term projects
- Develop strategies for working productively in a hybrid environment
- Gain insight to avoid procrastination and overthinking
- Complete an exercise to identify work goals and action steps needed to achieve them

"Our summer associates loved the daily planners to help them prioritize their daily and weekly tasks. It was a great way to kick off our summer program!"

Law firms are reactive client service work environments. This training will equip your attorneys with the habits and mindset to help them focus and be productive daily.

Eva Wisnik has taught Time Management skills to over 8,000 law firm professionals. Participants will leave this 60-minute training with actionable tools and a workbook. They will learn skills to help them manage their time most effectively and be of greatest value to clients.



Business Development for Attorneys

Many attorneys know business development matters but struggle to translate that awareness into consistent, meaningful action. This interactive workshop helps attorneys at all levels take a practical and intentional approach to building relationships, strengthening their professional reputation, and generating new business. Rather than focusing on selling, this program reframes business development as a natural extension of excellent client service and relationship building.

Eva Wisnik helps participants clarify their business development goals and identify the right contacts and opportunities to focus on. She also focuses on the common obstacles that prevent follow-through, such as lack of time or fear of failure. Attorneys leave with an action plan for integrating business development into their already demanding schedules, along with specific steps they can begin taking immediately.



During the workshop, participants will:

- Clarify their business development goals and define what success looks like for them
- Identify the types of clients and referral sources they want to build relationships with
- Learn how to articulate a clear and compelling narrative that keeps them top of mind
- Discover effective ways to meet new contacts and deepen existing relationships
- Develop strategies for following up consistently and building trust over time
- Identify common limiting beliefs that hold attorneys back from taking action
- Learn how to fit business development into a busy practice
- Create an actionable plan to build and expand their business

"Eva is a fantastic presenter who leaves you feeling both inspired and equipped with practical ideas you can put into action right away."

"Eva is a sharp and very knowledgeable speaker who excels at engaging her audience and providing uncommon insights. She thinks deeply about the underlying purpose of the engagement and customizes programming in line with overarching objectives. We bring Eva to the firm to conduct programs when we need someone who will help us achieve a competitive advantage."

Marlon Lutfiyya, Director of Talent & Diversity, Neal, Gerber & Eisenberg

"Eva's presentation is perfect for anyone seeking to improve time management skills and well-being habits. Participants walked away with valuable insights and practical steps to take into their professional and personal lives."

Lauren Tapper, Chief Talent Officer, Benesch

"Eva's presentation skills are exceptional. Her subject matter expertise and in-depth knowledge of the market and our firm combine to provide impactful training for our attorneys."

Jessi Hoffer, Director of Talent Acquisition, Chapman and Cutler

"Fantastic session! Thank you! Eva is an engaging speaker and I appreciated how she asked each Summer Associate to provide what resonated with them the most. I feel like I learned a few things to improve my own practice, as well."

Madeline Mackie, Professional Development Specialist, Manatt

"Eva is very responsive to attendees' questions and presents in an interactive and engaging style. She is among our most popular professional skills presenters."

Dana Hill, Director of Learning & Development, Mayer Brown

"Through Eva's deep industry knowledge and training expertise, she created an engaging session on how to succeed, with personalized best practices from our stakeholders."

Alex Gharghoury, Recruiting Manager, Brown Rudnick

"Eva's preparation sets her apart. She took the time to understand our practitioners' expectations, and the end result was a presentation perfectly tailored to our associates' needs!"

Lindsay Howard, Director of Recruiting, Wolf Greenfield

"I love that Eva's content is based on scientific findings and literature. You can tell that she is an expert in her field. Her client service is top-notch!"

Nicole Lemma, PD Training Specialist, Lowenstein Sandler

"Eva is reliable, professional, and does an amazing job keeping the audience engaged. Her ability to break things down and make them relatable is a big plus."

Nicole Bent, Manager of Professional Development, Ice Miller

A&O Shearman	Hinshaw & Culbertson LLP	Norris McLaughlin, P.A.
Akerman LLP	Hogan Lovells LLP	Norton Rose Fulbright LLP
Akin Gump Strauss Hauer & Feld LLP	Holland & Hart LLP	Orrick, Herrington & Sutcliffe LLP
Arent Fox Schiff LLP	Holland & Knight LLP	Parker, Hudson, Rainer & Dobbs LLP
Arnall Golden Gregory LLP	Hughes Hubbard & Reed LLP	Patterson Belknap Webb & Tyler LLP
Arnold & Porter LLP	Ice Miller LLP	Patterson + Sheridan LLP
BakerHostetler	Jackson Walker LLP	Paul Hastings LLP
Benesch, Friedlander, Coplan & Aronoff LLP	Jenner & Block LLP	Pillsbury Winthrop Shaw Pittman LLP
Blank Rome LLP	Jones Day	Porter Hedges LLP
Bracewell LLP	Jones Walker LLP	Potter Anderson & Corroon LLP
Brown Rudnick LLP	Katten Muchin Rosenman LLP	Practising Law Institute
Buchanan Ingersoll & Rooney PC	Kelley Drye & Warren LLP	Proskauer Rose LLP
Cadwalader, Wickersham & Taft LLP	Kilpatrick Townsend & Stockton LLP	Quarles & Brady LLP
Chamberlain Hrdlicka	King & Spalding LLP	Reed Smith LLP
Chapman and Cutler LLP	Kirkland & Ellis LLP	Riker Danzig LLP
Choate Hall & Stewart LLP	K&L Gates LLP	Rivkin Radler LLP
Cleary Gottlieb Steen & Hamilton LLP	Levenfeld Pearlstein, LLC	Ropes & Gray LLP
Clifford Chance US LLP	Lewis Roca Rothgerber Christie LLP	Schulte Roth & Zabel LLP
Cooley LLP	Linklaters LLP	Seyfarth Shaw LLP
Cozen O'Connor P.C.	Littler Mendelson P.C.	Sidley Austin LLP
Crowell & Moring LLP	Lowenstein Sandler LLP	Sills Cummis & Gross P.C.
Dechert LLP	Manatt, Phelps & Phillips, LLP	Skadden, Arps, Slate, Meagher & Flom LLP
Dentons	Mayer Brown LLP	Steptoe & Johnson LLP
Desmarais LLP	McCarter & English, LLP	Sterne, Kessler, Goldstein & Fox P.L.L.C.
DLA Piper	McDermott Will & Emery	Stradley Ronon Steven & Young, LLP
Dykema Gossett PLLC	McDonnell Boehnen Hulbert & Berghoff LLP	Torys LLP
Duane Morris LLP	McDowell Heatherington LLP	Troutman Pepper Hamilton Sanders LLP
Epstein Becker & Green, P.C.	McGuireWoods	Vinson & Elkins LLP
Eversheds Sutherland LLP	Merchant & Gould	Weil, Gotshal & Manges LLP
Faegre Drinker Biddle & Reath LLP	Michelman & Robinson LLP	White & Case LLP
Fenwick & West LLP	Miles & Stockbridge P.C.	Wiley Rein LLP
Fish & Richardson P.C.	Miller & Chevalier Chartered	Willkie Farr & Gallagher LLP
Foley & Lardner LLP	Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo, P.C.	Williams Mullen
FordHarrison LLP	Morgan Lewis & Bockius LLP	Winston & Strawn LLP
Fox Rothschild LLP	Morris James LLP	Withers Bergman LLP
Freshfields LLP	Morris, Nichols, Arsht & Tunnell LLP	Wolf, Greenfield & Sacks, P.C.
Fried, Frank, Harris, Shriver & Jacobson LLP	Morrison Cohen LLP	Womble Bond Dickinson
Greenberg Traurig, LLP	Morrison & Foerster LLP	
Herbert Smith Freehills Kramer LLP	Neal, Gerber & Eisenberg LLP	
	Nixon Peabody LLP	



Book a Program

www.Wisnik.com

ewisnik@wisnik.com

Wisnik Career Enterprises
110 E 40th St, Suite 901
New York, NY 10016