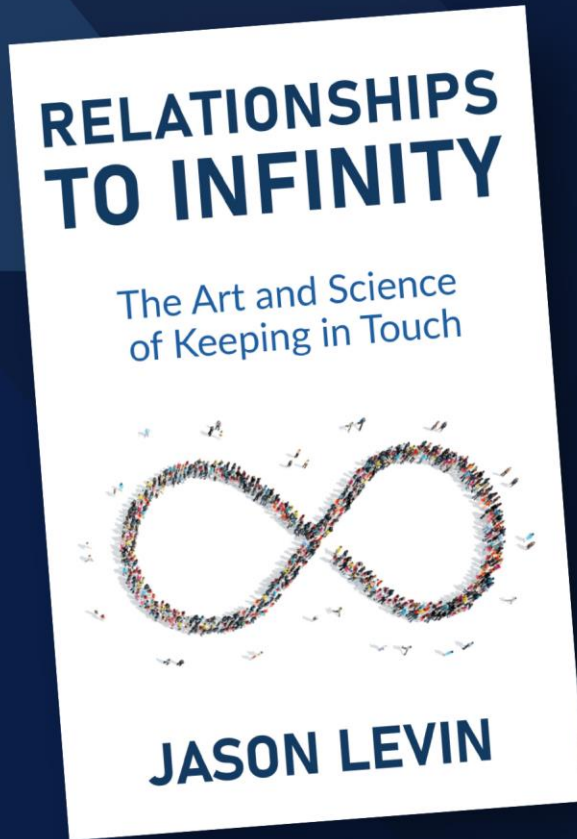


June 20, 2024

Bridge  
Partners

Executive Search



# Better Questions, Better Answers

Debbie Tang

Sherri Evans Harris

Jason Levin



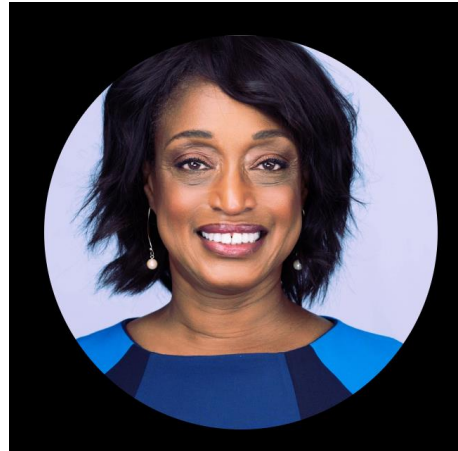
**ReadySetLaunch**  
Where classic marketing principles  
meet career management

# Your Better Questions Team



**Debbie Tang**

Partner and Executive Recruiter  
Bridge Partners



**Sherri Evans Harris**

General Counsel and Chief Ethics Officer  
District of Columbia Courts



**Jason Levin**

Author, *Relationships to Infinity : The Art and Science of Keeping in Touch*

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# Better Questions Roadmap

The case for self reflection

Tools to intentionally make a transition

Informational interviews to gain market intelligence

Make YOUR move

# Who is With Us Today

**How many years of post law school experience do you have?**

a.0-6

b.7-14

c.15-22

d.23-30

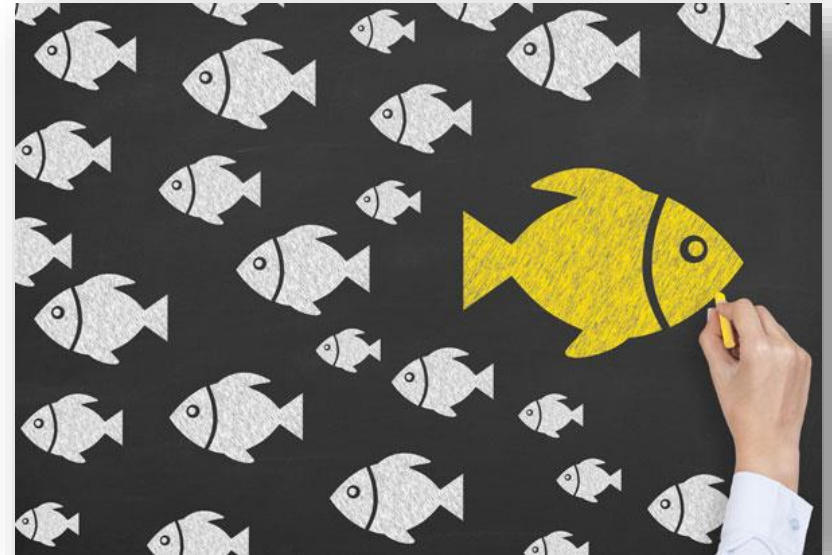
e.30+

# Who is With Us Today

**I chose to attend this webinar because I want to**

- a. Explore what I want to do next
- b. Make a career change
- c. Set myself up for a promotion in my own organization
- d. I just wanted to hang out with Sherri, Debbie and Jason

# YOUR Move Depends on YOUR Self Reflection



# Look Beyond Seeing Yourself in 10 Years

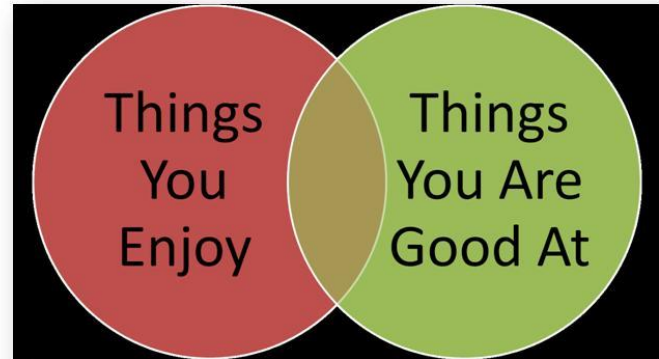
- Frequent changes in the marketplace and available opportunities evolve over time
  - Professional self awareness is key to career decision making. Your relationship to work evolves and changes over time
- What is success in 12 months?
  - What type of work do you want more of in your day?
  - Which work environments allowed you to be successful?

# Self Reflection Through A Career Audit

- Work
- People
- Industry
- Supervisor
- Organization Values
- Organization Size
- Hours



Order them in terms of importance to you



If you could carry forward aspects of prior jobs, what would they be?

Do you have talents not being utilized at the moment?

What are your strengths?

How would you like to use them in your next role?



# Reflection Question

In the past 12 months, what type of work were you doing where you felt most engaged? Why?

# Develop Your Market Understanding

<b>Best of your work history</b>	<b>Strengths you want to be using more</b>
<b>Professional daydreams</b>	<b>Whom you admire</b>



**Industries/Sectors**

**Employers**

**Roles**

# Create an Employer Target List

## The LAMP Method

The Fuqua Career Management Center



No.	Company List	"Alumni"	Motivation	Posting
1	Best Buy Corporation	Y	5	5
2	Disney Interactive	Y	5	5
3	Sony	Y	5	5
4	Tivo	N	5	5
5	Match.com	N	5	5
6	L'Oreal	Y	5	4
7	Mars North America	Y	5	4
8	eHarmony	N	5	4
9	General Mills	Y	5	3
10	Pabst Brewing	Y	5	3
11	Nike	Y	5	2
12	ZipCar	N	5	2
13	Under Armour	N	5	1
14	DuPont	Y	4	5
15	eBay	Y	4	5
16	Hallmark	Y	4	5
17	Target	N	4	5
18	3M	Y	4	4
19	Del Monte Foods	Y	4	4
20	Mattel, Inc.	N	4	4

# No List, No Job Search



Russell 2000® Index membership list



# You Do Have a Network

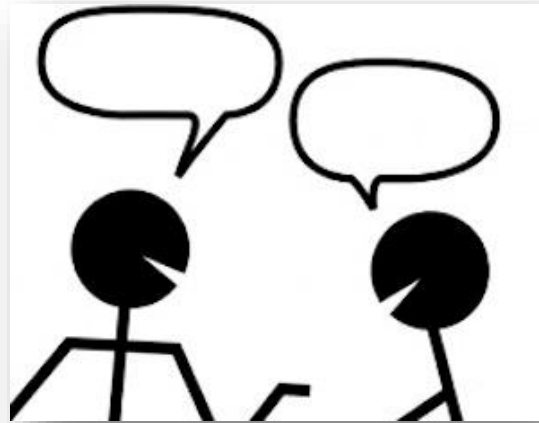
	Current Ties	Dormant Ties
Strong Ties	Tight relationships and in touch	Had close relationships, but lost touch
Weak Ties	Acquaintances, in touch	Acquaintances, lost touch

# Three Steps to Informational Interviews

## The Ask!



## The Conversation!



## The Follow-Up!



# A Clear Ask

The  
Ask!

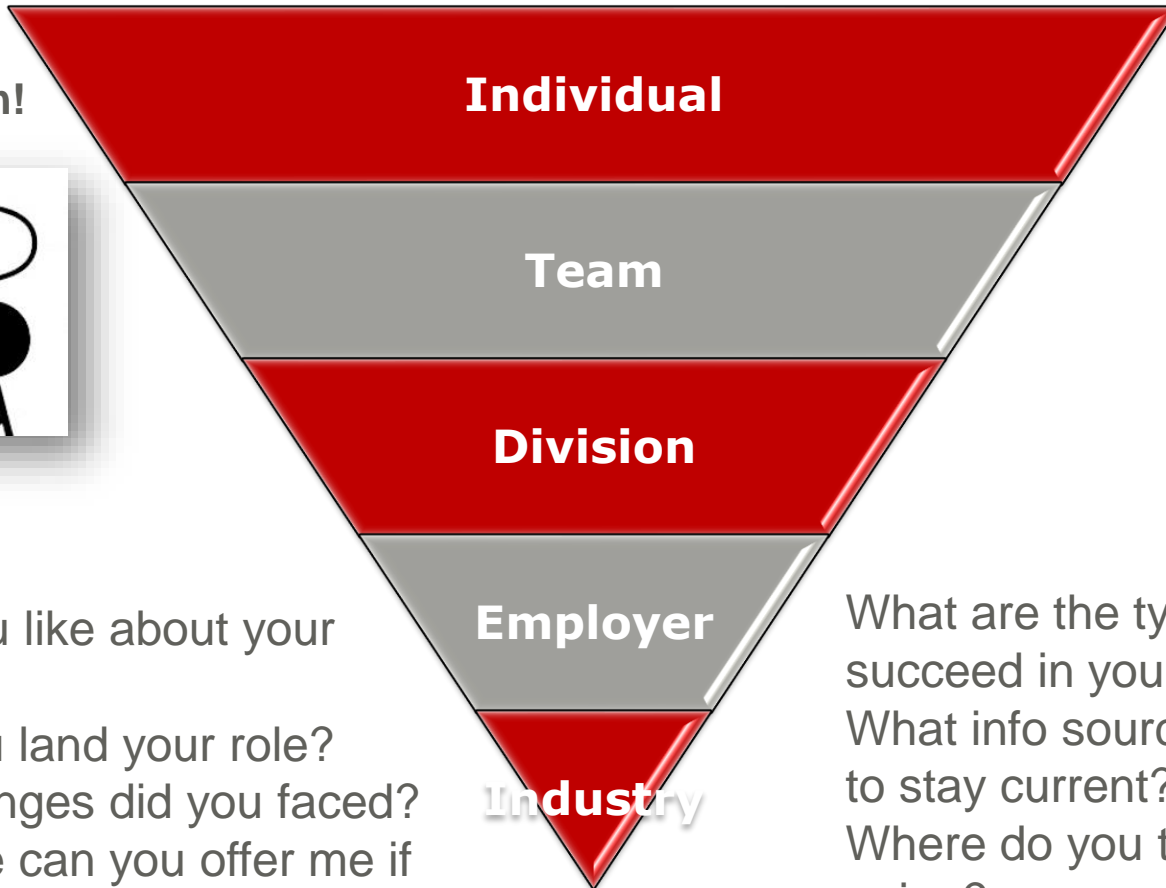
**“If you ask for a job  
you will get advice...**

**...if you ask for  
advice you will get a  
job!”**



# The Conversation

The Conversation!

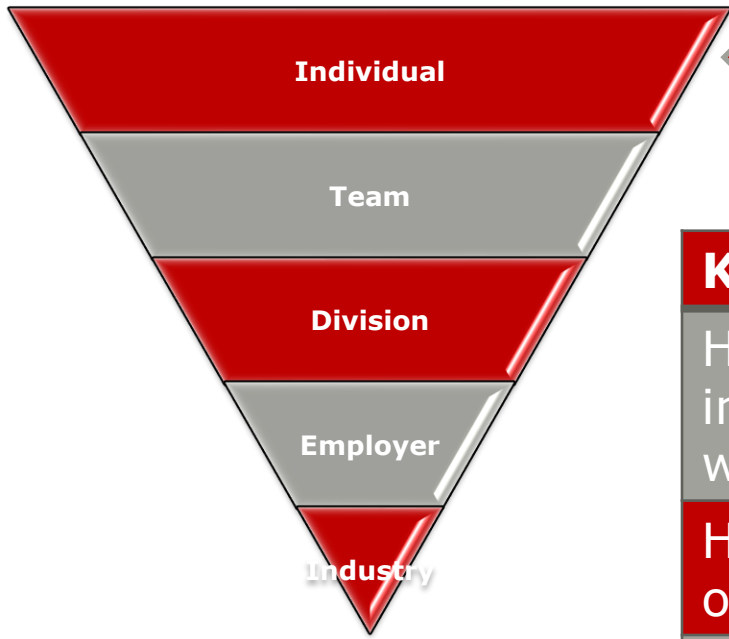


What do you like about your work?  
How did you land your role?  
What challenges did you face?  
What advice can you offer me if I were to go down this path?

What are the types of people who succeed in your organization/role?  
What info sources are you using to stay current?  
Where do you think the industry is going?



# Learnings Post Conversation



## Key Learnings

How your motivations match the interests/motivations/passions of people working in the field/organization

How your skill set matches the needs of the organization/industry

How your personality matches the culture of the organization/industry

How success is defined by the organization

Essential news to help your search

Opportunities that you did not consider

# Own Your Follow-Up

## The Follow-Up



- Thank you email in less than 12 hours.
- What did you learn from the conversation?
- Mark your tracking file with key elements of the conversation.
- Did they promise you anything? Mark your calendar as a reminder to follow-up.

# Reflection Questions

Who are two people you want to receive advice from?

What are you hoping to learn from them?

# It is Never Too Late



*“There are people who I may not have talked to for ten or fifteen years, who I will go out of my way to help if they reach out to me.”*

*US Ambassador to the UN, Christopher P. Lu*

# Get Organized and Keep a File



“If it’s not written down, you don’t know that you know it”

- Milton Friedman

## Central Relationship File

Name	Organization and Title	Notes
Former Client	Professional Association	Sept 30 – Shared a memory and a quick thank you. Follow up in 6 weeks.
Firm alum	Executive X	Oct 1 – Sent over a congratulations on the new job. Follow-up on Dec 1 to see how the job is going.

# Reflection on Reflections

- How will you add reflection time into your calendar? Daily? Monthly? Quarterly?
- Who will you reach out to share these reflections and seek advice?
- Which organizations will go on your target list?

# Parents at Work Podcast



54 episodes

A podcast for working parents presented by Lori Mihalich-Levin, JD, founder of Mindful Return, and Jason Levin, MBA, founder of Ready Set Launch, exploring work-life integration in all different roles, industries, and professions. [more](#)

## 57: Moms Who Serve as General Counsel

Parents At Work

Parenting

[Listen on Apple Podcasts ↗](#)



Lori and Jason are back with an engaging episode, featuring conversations with parents who are not only attorneys but serve as general counsel for major organizations. This week, they welcome LaTanya Langley (Chief People Officer, Chief Legal Officer, and Corporate Secretary at Edgewell Personal Care), alongside Betsy Philpott (Senior Vice President and General Counsel for the Washington Nationals). Tune in to hear how they blend their parenting roles with their demanding careers, ways to enhance support systems for working parents, and insights from their personal journeys, offering advice they wish they had known as they navigated parenthood and professional growth.

MAY 5, 2022

### 43: Dads in Executive Search



Lori Mihalich-Levin and Jason Levin continue with their tradition of interviewing moms and dads in different industries and sectors. In this episode of Parents at Work, Lori and Jason focus on the narrow yet important niche of dads in executive search and interview the dynamic dads, Julian Ha a...

[▶ PLAY](#) 43 min

MAR 8, 2022

### 42: Moms in Executive Search



Lori Mihalich-Levin and Jason Levin are happy to be back after a winter hiatus! In this episode of Parents at Work, they pick up on their tradition of interviewing moms and dads in various industries and sectors. Today, Lori and Jason talk to two inspiring moms, Christina Cary and Debbie Tang, both...

[▶ PLAY](#) 45 min

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# Thank YOU & Keep in Touch!



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