

ClientFocus: A “Life-Changing” Program with Measurable Results

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To provide substantive skills development, Winston & Strawn has offered business development training for women partners through the *Women Rainmakers Roundtable*. This unique, invitation-only, two-year *ClientFocus* marketing program helps women attorneys build their books of business through personalized assessments, coaching, and workshops, with amazing results.

The training is practical and customized to each attorney. “This program,” said Winston’s diversity chair, “is invaluable in the way it reshapes the way we perceive business development. It empowers women to focus on what works – and what works for *them* – as opposed to what was believed to have worked for men over the last 30 years.” She also points out that her business has increased by 250% as a result of the program.

[Laura Petroff](#), who served as Los Angeles office managing partner and has held positions on seven firm management committees (including the executive, partner compensation, and nominating committees), notes that this program is “the only (one) that brings together successful female lawyers in large law firms to talk strictly about business development.”

[Joan Fife](#), San Francisco office managing partner, said, “It changed my life both at the firm and outside the firm. It made the path to successful business development clear and doable. I use the principles I learned in *ClientFocus*... every day, and it taught me to utilize my natural strengths.” As evidence of her success, Joan was chosen for three consecutive years as one of California’s “Top Labor and Employment Lawyers” by the *Daily Journal*. In recognition of her business development and leadership qualities, Winston appointed her to the firm’s executive committee.

[Amanda Groves](#), chair of the firm’s pro bono committee and head of the Charlotte office litigation department, noted that her participation in the program “has resulted in a 200% increase in originations and a 5,000% increase in personal direction, satisfaction, and confidence.” She also noted that the program opened the door to “an incredible resource...(We) are nearly all women partners at larger firms, so we have a lot in common and are incredibly supportive. We get together every year and contact each other when traveling too. I don’t think I would have had the guts to leave the Bay Area and start a practice on the other side of the country without them.”

“This business development training program for women has been one of Winston & Strawn’s most impressive success stories,” said Winston’s diversity chair. “Incorporating this program – and others like it – into our diversity efforts, we believe, has been essential in retaining and supporting outstanding female lawyers who can provide

superior legal services, contribute to the larger legal community, and serve as role models for the next generation of attorneys – female and male.”

Linda Coberly, a member of the firm’s executive and diversity committees, recently completed the program. She said, “Sara’s program helped to demystify business development and taught me the habits and systems I need to make the most of my contacts and relationships. My attitude toward business development has completely changed – and it is now one of the aspects of my practice that I most enjoy!”

2 Min Read

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Laura Petroff



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Amanda Groves



Linda Coberly

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