

## Coach Lawyers to Develop Business by Using Their Strengths

By [LawVision](#) on May 3, 2013

A recent post by my colleague [Bruce Alltop](#) addressed the ability of introverts to develop business. The following are a few charts based on research from our Lawyer Behavior Profile that support Bruce's conclusions.

We tallied results from hundreds of lawyers who participated in the [Lawyer Behavior Profile assessment tool](#) and compared them with sales executives who participated in a companion tool based on the same underlying research and question patterns. The results didn't surprise us. Lawyers are less entrepreneurial, more passive, more introverted, less aggressive and more compulsive than sales professionals.

Traits	Person	Low			Medium			High		
		1	2	3	4	5	6	7	8	9
Overachiever	Sales Executive									
	Lawyer									
Entrepreneur	Sales Executive									
	Lawyer									
Active	Sales Executive									
	Lawyer									
Passive	Sales Executive									
	Lawyer									
Sensitized	Sales Executive									
	Lawyer									
Aggressive	Sales Executive									
	Lawyer									
Compulsive	Sales Executive									
	Lawyer									

As Bruce said, being more of an introvert (or having any of the characteristics common to the lawyer personality) doesn't preclude you from business development success and may be an additional factor of success. Consider the chart below comparing misconceptions about introverts to advantages we've found in our coaching of hundreds (maybe thousands) of them.

Sensitized (Introverts)	
Misconceptions	Advantages
Unfriendly	Work Well with Others (especially in one-to-one relationships)
Nerds	Maintain Long-Term Friendships
Lacking Social Skills	Flexible
Won't Talk	Independent
Party Poopers	Strong Ability to Concentrate
Don't Like People	Self-Reflective
Withdrawn	Responsive
Loner	Creative
Shy	Out-of-the-Box Thinking
Hermit	Analytical Skills
	Studious and Smart

For example, classic introverts may not have as many contacts as their more outgoing counterparts but the contacts they have are typically deep, strong and loyal relationships. A first glance at an introverted lawyers list of contacts often induces a knee-jerk reaction from a concerned marketing director to help the lawyer build more contacts. I often hear directives like, "get Mary out in front of more people – get her involved in the community." While it's never bad to get your

lawyers more in touch with other professionals, doing so without acknowledging the depth and power of current relationships may cause you to miss some gold.

Coach your lawyers by acknowledging their unique personalities as strengths. They will respond to your efforts more positively and ultimately be more successful.

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