



## PROGRAMS FOR ASSOCIATES

### **Mist Making 101** *Mingle Training for Associates*

Wandering around marketing is often the only networking strategy the associate knows when just starting to build his or her career. Business Development Coach Robin Hensley will have your associates mixing and mingling with purpose as they learn five simple techniques for turning any networking event into an opportunity to transform cold contacts into warm relationships. Your associates will actually look forward to working the room when they learn how to:

- Plan for success using the “Ready, Set, Go” formula
- Make “Hit and Run” connections that are worth everyone’s time
- Graciously tear themselves away from “Velcro” people
- Use nametags and show up early to make the connections they most want to make
- Take the focus off themselves and put it where it belongs

Robin’s simple system will help your associates build confidence and skill to grow their practice and attract more of the kind of clients your firm wants.

**Robin Hensley** is a business development coach specializing in coaching attorneys and CPAs who are at the top of their game to maximize their rainmaking skills. Robin was on the audit and consulting staffs with Ernst & Young for five years and was with the law firms of Kilpatrick Stockton and Swift, Currie, McGhee & Hiers in both marketing and business development roles for more than six years. She served on the Northside Hospital board of directors for 10 years and currently sits on the board of directors of Superior Uniform Group, a NASDAQ company, where she chairs the audit committee. Robin also serves on the advisory board of The Atlanta Legal Aid Society and is an honorary lifetime board member of the Metro Atlanta Chapter of the American Cancer Society. Named by *Atlanta Business Chronicle* as one of "Atlanta's Top 20 Self-made Women," Robin’s record as a business development coach has been featured in numerous publications including the *Atlanta Business Chronicle*, *The Atlanta Journal-Constitution* and *The Daily Report*. She is also the Exclusive Executive Coach for Atlanta’s *Business to Business* magazine. Her newest book, *Raising the Bar: Legendary Rainmakers Share Their Business Development Secrets*, was published in 2009.