

Are You Being SMART About Your Approach to Business Development?

“The beginning of a new year is the perfect time for busy lawyers to take stock of last year’s achievements and to establish plans for being SMART about business development in the coming months. To maximize your business development time, my question to you is: are you being SMART about it? SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, Time Sensitive. A key benefit to the SMART framework is that you are concentrating time on the most essential areas of your business development activities. SMART provides you with focus, so you can actually achieve your goals.” advises Jason Levin in the Above the Law *Career Center*.

He briefly goes through the SMART framework.

Read the article.