BigLaw Business Development Secrets for Small Firms

Deborah Grabein, Director of Business Development at Andrews Kurth Kenyon, shared some BigLaw secrets for lawyers at small firms and solo shops in a question-and-answer format with Amy Boardman Hunt of **Muse Communications**.

“Business development is about cultivating and maintaining relationships, a process, and a plan,” Grabein said in the interview. “And then it’s executing, tracking and measuring results. Plans change based on industry and market changes, and at the end of the day, nothing happens unless you execute and follow up.”

She offers some detailed advice on making relationships work and discusses some approaches to help develop new business.

Read the article.