Challenges Women Lawyers Face in Business Development

Women promoting their careers or their law practices need to understand that they're marketing their skillset, and everything they do is marketing, advises **Andrea S. Kramer**, co-author of *Breaking Through Bias: Communication Techniques for Women to Succeed at Work.*

She co-authored the book with her husband, Alton B. Harris.

In a question-and-answer exchange with Amy Boardman Hunt of **Muse Communications**, Kramer talked about challenges women lawyers face when developing business.

Kramer, a partner at McDermott Will & Emery LLP, answered such questions as:

- What challenges do women lawyers face when it comes to business development?
- How can we combat bias, particularly unconscious bias?
- What's the best way for women to develop relationships with male clients? What's the gender-neutral version of a hunting trip or a suite at the football game?
- What's the key to schmoozing male clients or prospective clients when you don't want to suggest it's something other than business?

Read the interview.

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