

Niche Marketing: Doors to Opportunities Handout

I. Roadblocks

- a. What are typical roadblocks you hear from corporate employers and law students?

- b. What are ways you can overcome these roadblocks?

II. Transferable Skills

- a. What are transferable skills law students have to offer to corporate employers?

- b. Additional transferable skills, including manager core competencies.

General Transferable Skills	Manager Core Competencies Transferable Skills
• Problem solving • Creative thinking • Analysis • Ethics • Structured oriented • Persuasive • Advocacy • Writing • Research • Multi-task • Mediation/Negotiation • Technology • Accountability	• Decision making • Data management • Risk management • Interpersonal skills • Conflict management • Issue management • Technology • Communications • Leadership • Innovation

III. Case Studies

a. Job description analysis

b. Case Study #1 (technology/e-commerce/publishing)

Legal Editor: ABC Co. is the leading provider of law firm marketing solutions for the legal community and is the most visited legal information website. Requirements and responsibilities include:

- JD preferred.
 - Strong writing and analytical skills and attention to detail.
 - Read cases and draft same-day opinion summaries for newsletters.
 - Review content for legal accuracy or misstatements of the law.
 - Identify opportunities for process improvement and writer skill development.
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c. Case study #2 (insurance)

Claims Analyst: XYZ Co. is a world leading property-casualty and general insurance organization with serving more than 40 million clients. Requirements and responsibilities include:

- Relevant experience and a JD.
 - Excellent negotiation skills, good interpersonal and communication skills, and a comprehensive understanding of the litigation process.
 - Communicate with clients, evaluate coverage and liability, manage litigation, develop and execute solutions.
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