

# EHMunnell Career Coaching for Lawyers

Gaining the Competitive Edge

## Betsy Munnell, J.D.

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### Education

Harvard Law School, J.D.

Harvard College, B.A.

### Coaching Expertise

Business Development

Financial Skills

Industry Focused Practices

Business Intelligence

Diversity Initiatives

### Professional Engagement

Chair, Board of Directors of the  
ABA's Career Center

Harvard Law School- 2L Women's  
Individual Coaching Program

One of Diversity Lab's select  
[Top Lawyer Coaches](#)



## About Betsy

**Elizabeth (“Betsy”) Munnell** is a **business development and career coach** and consultant for lawyers and law firms. She brings to her work the wealth of experience she acquired over **25 years as a high-producing partner** in the nationally recognized media and communications finance and M&A practice she built with her partners at Edwards Angell Palmer & Dodge (now Locke Lord LLP).

Betsy is a strong advocate for intensive training in **financial skills and business generation** for lawyers, particularly for associates who may otherwise advance to junior partnership under-equipped to manage critical relationships or generate revenue. She co-founded and teaches, with a venture capitalist and education entrepreneur, a one of a kind, case study-driven business education program for law firm lawyers.

Betsy was one of the chief architects of her firm's **diversity program**. She believes that young women and lawyers of color usually have a shorter window within which to establish the reputation for excellence required to secure the best work and assure the firm's commitment to their advancement. As an individual and group coach in the diversity context, she prepares her clients to seize the essential competitive advantage that financial skills and business development training can afford.

## Betsy's Clients

Betsy's three decades of experience practicing law and building a large and profitable practice is unique among lawyer coaches. She works with young partners committed to building a book of business, more experienced partners interested in growing their practices or addressing mid-career challenges, and associates at all levels of experience. She helps clients develop strategies for becoming "go-to" lawyers in their fields and markets, coaching them to be the lawyers both business people and colleagues trust and want to work with – the ones they turn to with confidence to address both legal and business concerns.

As part of every individual and group coaching engagement, **Betsy encourages her clients to leverage both traditional and online platforms to build network and reputation and enrich relationships.** Clients learn to use LinkedIn, Twitter and other internet "listening" tools to accumulate and deploy premium news and knowledge and to build expert credibility, enhance their legal work product and convert both in person and online networking into lasting, mutually beneficial personal and professional relationships.

Betsy offers blended business development coaching especially well suited to **diversity and inclusion** programs. Interactive topic-based group sessions alternate with one-on-one coaching, the goal being for each participant to create, and begin to implement, an individualized strategic plan for building network, relationships, visibility, expert reputation, confidence, knowledge, and revenues.

### Clients:

Lawyers  
Law Firms  
Affinity Groups  
Law Schools  
Bar Associations

References available  
on request

For Testimonials see  
[www.ehmunnell.com](http://www.ehmunnell.com)



### Business Development

Betsy works with lawyers of all ages to build compelling, distinctive professional brands, develop rich networks and lasting relationships, craft and implement business development strategies and navigate paths to partnership and senior leadership within their firms.

Betsy offers her **Signature Coaching Program**, a renewable series of four 90-minute coaching sessions taking place over a period of ten to twelve weeks. This comprehensive program includes check-in calls and emails, as well as client, industry research and other support between sessions. She also works with clients on specific projects and one-off career audits.

Fees: **\$375 to \$500** for consultations of 60 to 90 minutes and **\$2,500** for the Signature Program, with group reductions available. Fees for blended coaching (in diversity and inclusion programs and otherwise) are available on request.

### Financial Literacy

Betsy's team-taught **Finance Bootcamp for Lawyers** is distinctive for its use of a complex case study enabling participants to apply finance, business strategies and valuation concepts to the negotiation and interpretation of financial definitions, covenants and other transaction document provisions, as well as to pre-litigation decision-making.

Each program is tailored to participant experience and priced based on length, numbers and customization level. **Law firms served include Orrick, Goodwin and Nutter**

### Social Media

Every year, lawyers and law firms grow increasingly aware of the prodigious power of LinkedIn, Twitter and other internet platforms as anchors to profitable branding and rainmaking strategies.

Betsy offers her Listening to the Web workshops and individualized tutorials melding traditional in-person business development skills with the enhanced reputation and relationship building strategies afforded by business intelligence resources and internet listening platforms.

The law firm workshop exercises center on gathering and deploying valuable, business and industry focused knowledge about an existing firm client or prospect, while the individual tutorial is tailored to the participant's law practice, core network and industry specialization.

Fees range from **\$250 to \$575** for the full tutorial, with custom social media strategy. The workshop fee begins at **\$1,500** for groups of up to 20. Fees for larger groups are available on request.

### Contact Betsy

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*Betsy also regularly offers customized group and individual programs*

