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## Leveraging legal experience in the business world

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Nancy Mackevich Glazer is the manager of Legal Launch LLC, a company whose goal is to connect lawyers and legal employers.

After practicing for a while, many attorneys discover they surprisingly enjoy the business side of an industry more than traditional practice. To compete for jobs that also comprise business management skills, how should seasoned attorneys market themselves when they don't have a business pedigree or practical business experience?

Business-minded attorneys should first assess their legal training — analytical reasoning, advocacy and persuasion. You likely have talents that are related to law and business: marketing, sales, business development, relationship building, diplomacy and entrepreneurship. Others that overlap include abilities to write, communicate, negotiate, mediate, work with a team, manage time, set goals and speak publicly.

Evaluating these skills will help an attorney truly assess what he or she has to offer a business. In the end, it may be one's true passion and undying determination that are the catalysts opening the door for business.

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