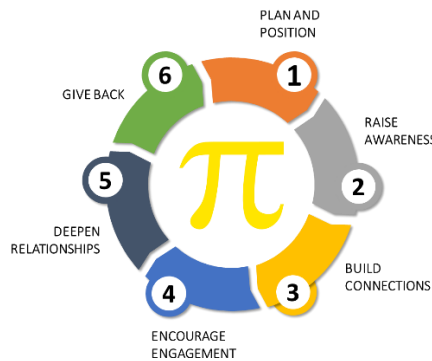




# The Cycle of Success

The Cycle of Success is the eLegal Training framework which illustrates the process and skills that lead to business development success. This is a general framework that applies to all service-oriented professions. While the framework has a suggested sequence, the skills can be accessed at any career level and at any point on the cycle.



At the heart of our framework is the concept of *Pi-Shaped Professionals*. Business development success depends upon how well attorneys manage three core factors: "what they know," "who they know" and "how they are". These three factors make up the *Pi-Shaped Professionals* model. The two legs of the symbol make up 'what they know' and 'who they know'. The deeper their knowledge and the deeper they connections, the more successful they are at attracting business. The table top of the symbol holding it all together is the factor of 'how they are'. Prospects seek out high production lawyers because of 'what they know'. They get access to others through 'who they know' and they build relationships based on 'how they are'. Pi-shaped professionals succeed through a combination of highly developed personal attributes loosely defined as altruism, resilience, focus, and discipline. These qualities, along with the skills and processes in the Cycle of Success, lead to professional success.

The Cycle of Success framework covers these important skill sets and actions:

## 1. Plan and Position

Assess your Practice	Identify Targets
Plan and Set Goals	Build Support
Differentiate	Specialize
Research and Monitor	Understand Business

## 2. Raise Awareness

Become a Subject Matter Expert	Capture Your Knowledge
Publish Content	Speak Out
Associate with Others	Use Social Media
Be Internet Savvy	Manage Content



### 3. Build Relationships

Identify Connections	Prioritize Connections
Create Network Value	Reach Out to Others
Actively Listen	Ask Questions
Reach Out Thru Others	Tap Groups

### 4. Encourage Engagement

Research and Prepare	Consult and Advise
Pitch Perfectly	Ask for the Engagement
Address Concerns	Identify Needs
Avoid Discounts	Follow Up with Purpose
Price Strategically	Build Loyalty

### 5. Deepen Relationships

Cross Service	Build Trust
Recover from Mistakes	Focus on Clients
Get Feedback	Manage Your Brand
Entertain Them	Learn Their Business

### 6. Give Back

Coach Others	Build Community
Help Others	Build Teams

For more information, a list of the courses and lessons or to inquire about pricing, please contact us at [shine@elegaltraining.com](mailto:shine@elegaltraining.com).

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