



California Lawyers Association

*presents*

Happy Now? How to Use Your Humanity to Leverage Your Brand, Increase  
Diversity & Wellness and Reduce Bias in Your Practice

1.25 Hours MCLE; 1.25 Implicit Bias

Saturday, September 23, 2023

11:30 AM -12:45 PM

Speakers:

**Katy Goshtasbi**

Conference Reference Materials

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# Happy Now? How to Use Your Humanity to Leverage Your Brand, Increase Diversity & Wellness and Reduce Bias in Your Practice

## Resources:

Losing Our [Best] Minds: Addressing the Attrition Crisis of Women Lawyers in a Post-Pandemic World

By Bree Buchanan, Jodi Cleesattle, Katy Goshtasbi

<https://publication.calawyers.org/winter-2022/wellness-study-report>

Stress, drink, leave: An examination of gender-specific risk factors for mental health problems and attrition among licensed attorneys." Krill and Anker.

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0250563>

Wholeness: Bring your Best and Complete Self to Your Practice:

<https://www.lawpracticetoday.org/article/wholeness-bring-your-best-and-complete-self-to-your-practice/>

Wellness Applied: Incorporating Emotional Resonance Into Your Practice:

[https://www.lawpracticetoday.org/article/wellness-applied-incorporating-emotional-resonance-into-your-practice/?utm\\_source=Jun22&utm\\_medium=email&utm\\_campaign=Jun22LPTemail](https://www.lawpracticetoday.org/article/wellness-applied-incorporating-emotional-resonance-into-your-practice/?utm_source=Jun22&utm_medium=email&utm_campaign=Jun22LPTemail)

Leading Through Connection: The Key to Increased Retention

[https://www.lawpracticetoday.org/article/leading-through-connection-the-key-to-increased-retention/?utm\\_source=Feb22&utm\\_medium=email&utm\\_campaign=Feb22LPTemail](https://www.lawpracticetoday.org/article/leading-through-connection-the-key-to-increased-retention/?utm_source=Feb22&utm_medium=email&utm_campaign=Feb22LPTemail)

Developing a Mindset that Elevates Engagement

[https://www.lawpracticetoday.org/article/developing-a-mindset-that-elevates-engagement/?utm\\_medium=email&utm\\_campaign=LPPUBS&promo=LPTODAY](https://www.lawpracticetoday.org/article/developing-a-mindset-that-elevates-engagement/?utm_medium=email&utm_campaign=LPPUBS&promo=LPTODAY)

Informal and Formal Leadership - Growth Mindset Propels Success

<https://www.bizjournals.com/portland/news/2023/03/16/collaboration-participation-innovation-seniority.html>

[The Flourishing Lawyer: A Multi-Dimensional Approach to Performance and Well-Being](#)

[What Is Empathy? Why Does It Matter in the Practice of Law?](#)

[The Struggle to Balance Image with Authenticity](#)

[Being the Happiest, Most Effective Lawyer You Can Be](#)



# Organizational Resonance Assessment

1. Are the employees motivated and thus, productive?
  - What's the stress level at work?
  - What's the self-confidence level at work?
2. Are the employees clear on their purpose of showing up to work each day?
  - Do they understand their natural strengths and how to capitalize on them at work?
3. How are the employees managing the changes going on within your organization?
4. Are the employees exerting their power and influence the right way to get results (internally and externally)?
5. Are the employees conveying the organizational brand effectively?
6. How can we make you look even better by making sure:
  - The above items are “done”/met; and,
  - The message you want to convey is received well by your team and the entire team

CHOOSE A *New* PERSPECTIVE  
Transform Your Life, Career & Business.

# ASSESSMENT

1. What's your number one challenge with your level of influence/brand/appearance?
2. What has been taking up most of your thinking time lately?
3. What areas of your life/business would you like to change?
4. How has your answers to #1 above negatively impacted your brand and growth?
5. What have you done to address these issues?

## Top 5 Action Steps for Using Your Humanity in Your Practice

### 1. Unearth who YOU are:

- Your story
- Your natural talents and strengths
- Your values
- How you want to be perceived

### 2. Distinguish who YOU are- diversity blooms here!

- What's your unique selling proposition?

### 3. Express who YOU are

- Communication: verbal and non-verbal

### 4. Share who YOU are

- social media
- calls/Zoom
- in-person
- public speaking

### 5. Have fun with who YOU are!!