

LEADERSHIP COUNCIL ON LEGAL DIVERSITY

2020 & 2021 Fellows Alumni Pre-Symposium Meeting

Hyatt Regency, Chicago, IL | June 22-23, 2022

Wednesday, June 22, 2022

1:00 - 2:00 PM

Registration
REGENCY FOYER

2:00 - 2:15 PM

Welcome Remarks
REGENCY A
Nichole Velasquez, Fellows Program Director, LCLD

2:15 - 4:00 PM

Personal Branding for Professional Success
REGENCY A
Mary E. Abbajay, President & Founder, Careerstone Group, LLC

Everyone has a brand whether they realize it or not. Your personal brand differentiates you from others. Your brand is the unique combination of your skills, experience, and personality, and it reflects your conduct, behavior, actions, and attitudes. It is the impression you both *want* to make and *do* make on others. Done well, your personal brand can help you succeed professionally. It helps guide the way you present yourself to current and potential contacts, clients, customers, or colleagues--ensuring that people see you in the way you want, instead of in some arbitrary, possibly detrimental, way. You can either ignore your personal brand, and let it develop organically and beyond your control, or you can take active steps to create a personal brand that accurately depicts you as the person you want to be. This interactive, high-energy session helps participants:

- Cultivate a positive professional image, brand, and reputation
- Articulate key components of their brand
- Assess gap between desired brand and real-world reputation
- Create and communicate their unique value proposition and/or “elevator speech”
- Identify key strategies to reinforce their brand while engaging with others
- Explore social media best practices for brand promotion

5:00 PM

Reception and Class Pictures
CRYSTAL BALLROOM A & B
Together with 2020 & 2021 Pathfinder Alumni

6:00 PM

Dine-Arounds
Pre-registration required.

Please meet in the Crystal Foyer to depart with your group. All reservations are under *Alyssa Yuen*.

LEADERSHIP COUNCIL ON LEGAL DIVERSITY
2020 & 2021 Fellows Alumni Pre-Symposium Meeting
continued

Thursday, June 23, 2022

9:00 - 10:00 AM **Networking Breakfast**
REGENCY D
Together with 2020 & 2021 Pathfinder Alumni

10:00 AM - 12:00 PM **Design Thinking: An Empathetic Approach to Problem Solving**
REGENCY A
[Tasneem Khokha](#), Managing Director, GrowthPlay

Design thinking is more than just a buzz word. It is a versatile, problem-solving methodology that every change-maker should have in their toolkit to solve complex problems with an empathetic approach. This engaging, action-oriented workshop is designed to teach participants the design thinking process and how to use it to tackle complex problems. Participants will learn the purpose of the five design thinking stages—empathize, define, ideate, prototype, and test—and how to use each stage to help them solve problems.

Specifically, participants of this program will:

- Explore the purpose of each design thinking stage
- Learn practical tools and tactics to apply each stage
- Leave empowered to use design thinking in their everyday worlds

12:00 - 3:00 PM **Lunch and Watson Adventure Scavenger Hunt**
REGENCY B