



The Florida Bar Out-of-State Division

State-to-State

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So, your client got some bankruptcy papers in the mail. Now what?

Staying relevant on everything everywhere all at once: Advanced strategies for maintaining a legal footprint across multiple jurisdictions

Florida real property and business litigation report

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COVER:

Hugo L. Black United States Courthouse

Photo: Zach Pickard

The Hugo L. Black United States Courthouse in Birmingham, Alabama, is a United States courthouse of the United States District Court for the Northern District of Alabama. It was completed in 1987 and named in honor of U.S. Supreme Court Justice Hugo Black. The building has been described as "a kind of geometrical sculpture of reflective glass atop a stone pedestal that both respects and reflects the two monumental buildings (old U.S. Courthouse and the Federal Reserve Bank) across the street."

Source: Wikipedia

Staying relevant on everything everywhere all at once: Advanced strategies for maintaining a legal footprint across multiple jurisdictions

by G. C. Murray II



G.C. MURRAY II

Welcome to the newest installment of our 'Evolving Esquire' column, where we continuously explore the dynamic world of legal professionals. In the ever-changing field of law, staying connected and relevant across various jurisdictions is pivotal for lawyers, especially for those who are members of The Florida Bar's Out-of-State Division. The legal profession today is not just about understanding the law; it's also about networking, maintaining relationships, and being aware of evolving legal landscapes. This article delves into advanced strategies to ensure you remain top-of-mind for referral cases, stay informed about changes in the law, and adapt to shifts in power and policy. Here are several strategies you can use to enhance your professional presence and effectiveness across multiple jurisdictions.

Leverage technology for networking and presence

In this era of digital transformation, the effective use of technology is indispensable for legal professionals. Building a robust online presence, particularly on professional platforms such as LinkedIn, is more than just creating a profile; it's about actively engaging with the community. A strong presence is characterized by a comprehensive and updated profile showcasing your expertise, achievements, and areas of specialization. Regularly posting articles, sharing insightful commentary on relevant legal topics, and engaging with posts by others in your network are crucial steps.

staying connected and relevant across various jurisdictions is pivotal for lawyers, especially for those who are members of The Florida Bar's Out-of-State Division. The legal profession today is not just about understanding the law; it's also about networking, maintaining relationships, and being aware of evolving legal landscapes. This article delves into advanced strategies to ensure you remain top-of-mind for referral cases, stay informed about changes in the law, and adapt to shifts in power and policy. Here are several strategies you can use to enhance your professional presence and effectiveness across multiple jurisdictions.

Going beyond LinkedIn, consider expanding your digital footprint to other social media platforms tailored to your professional image and target audience. Platforms like X (formerly Twitter) can be used for sharing quick legal updates, opinions on recent judgements, or commentary on ongoing cases, thereby positioning yourself as a thought leader in your field. Joining Facebook groups and participating in discussions on legal topics can also enhance your visibility.

Active engagement in specialized legal forums and groups is another key strategy. These forums are often niche communities where in-depth discussions on specific areas of law take place. Contributing valuable insights and solutions to queries in these forums can significantly elevate your status as a knowledgeable and approachable professional.

Publishing articles on these platforms and perhaps even starting a legal blog can further solidify your online presence. Writing about current legal trends, commenting on case studies, or providing comparative analyses of laws in different jurisdictions not only showcases your expertise but also keeps you engaged with the legal community at large.

Moreover, the use of legal-specific software and tools for case management, popular in various jurisdictions, offers another dimension to your online presence. Familiarity with these tools allows for better communication with peers in different locations, as it demonstrates your adaptability and technological savviness. Sharing insights or tips about these tools on online platforms can facilitate discussions and serve as

a basis for professional connections, potentially leading to referrals.

Leveraging technology for networking and presence in the legal world requires a multifaceted approach. It involves a consistent, active engagement across various online platforms, contributing thoughtfully in specialized groups, and showcasing expertise in both legal matters and the technology tools that support legal work. This not only enhances your digital footprint but also significantly contributes to your professional growth and networking opportunities.

Regular and diverse participation in Bar activities

Active involvement in The Florida Bar is a fundamental aspect of professional growth, but diversifying your engagement with various local and national bar associations can exponentially enhance your professional network. Participating in these organizations offers a myriad of opportunities for personal and professional development, as well as for establishing your presence in the legal community.

Attending national and regional legal conferences is more than just a learning opportunity; it's a platform for networking and sharing knowledge. These events bring together legal professionals from various jurisdictions, offering a broad spectrum of perspectives and expertise. Active participation in these conferences, whether as an attendee, speaker, or panelist, allows you to gain and impart knowledge and to forge meaningful connections with fellow legal practitioners.

Taking on roles as a speaker or panelist at legal conferences and seminars elevates your visibility within the legal community. It positions you as a thought leader and an expert in

your field. Speaking engagements also provide a platform to share unique insights and experiences, fostering discussions that can lead to new opportunities and collaborations.

Offering to teach CLE courses is a strategic way to solidify your reputation as an authority in your practice area. It also shows your commitment to the professional development of your peers. Teaching these courses allows you to delve deeper into specific subjects, stay abreast of the latest legal developments, and interact with a diverse group of legal professionals, thereby broadening your network.

Involvement in local bar associations complements your activities in The Florida Bar. Local associations often have a range of committees and special interest groups. Joining these can offer more personalized and focused networking opportunities. It also allows you to contribute to the local legal community, understand regional legal issues, and build a network in different jurisdictions.

Engaging in pro bono work through bar associations is not only a noble pursuit but also a powerful networking tool. It demonstrates your dedication to the legal profession and commitment to social responsibility. Pro bono activities often bring together lawyers from various fields, providing a unique setting for networking and collaboration.

Taking on leadership roles or participating in committees within these organizations can significantly enhance your profile. It provides a platform for direct involvement in the

decision-making processes and initiatives of the legal community. This involvement showcases your leadership skills and dedication to the profession, further establishing you as a key figure in your network.

Regular and diverse participation in bar activities, both within The Florida Bar and other local and national associations, is integral for building a robust professional network. Engaging in these activities in various capacities, from attending events to leading committees, not only broadens your network but also enhances your skill set, making you a more versatile and well-rounded legal professional.

Stay proactively informed and adaptive

Regular contributions to legal journals, blogs, and online publications are excellent ways to stay engaged with the legal community. Go beyond the occasional article; consider running a regular column or starting a legal blog. Writing about intricate legal issues, providing comparative legal analyses between different jurisdictions, or commenting on recent legal developments can demonstrate your expertise and thought leadership.

Keeping abreast of legal changes requires a proactive approach. Subscribe to a variety of legal newsletters and follow key legal news sources, including those specific to other jurisdictions. Join and participate actively in legal discussion groups and think tanks that focus on future trends in law. Understanding and anticipating changes in legal landscapes can position you as a forward-thinking professional, crucial for maintaining relevance.

Continuous learning is key in the legal profession. Enroll in advanced legal courses, not just in your area of expertise but also in related fields. This broadens your understanding and ability to handle multijurisdictional matters. Additionally, pursuing a higher degree or specialized certifications can enhance your credentials and appeal to a wider network.

Connections with legal academia can provide a different perspective and keep you updated on emerging legal theories and practices. Attend guest lectures at law schools, participate in moot court competitions as a judge, and engage with law students and faculty. This not only helps in staying updated with the academic side of the law but also in scouting new talent for your firm.

Conclusion

For out-of-state members of The Florida Bar, maintaining connections and relevance across multiple jurisdictions is a multifaceted endeavor. It involves not only staying informed and connected but also being proactive, engaging in continuous learning, and actively participating in the legal community. By embracing these comprehensive strategies, you can enhance your firm's potential for receiving referrals and ensure that you are a well-informed, adaptable legal professional, ready to navigate the complexities of a multijurisdictional practice.

This holistic approach to professional development and networking will ensure you stay relevant everywhere, keeping your skills sharp and your network robust in an ever-evolving legal landscape.



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