



Wisnik Career
Enterprises, Inc.
Training Programs

www.Wisnik.com



Eva Wisnik

President & Founder

Eva Wisnik is a career expert and recruiter for America's most prestigious firms, as well as the author of *Your Fairy Job Mentor's Secrets for Success*. She spent 10 years hiring talent from top schools for investment banks and law firms. Prior to starting Wisnik Career Enterprises, Inc. in 1996, Eva was the Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader Wickersham & Taft. Since then, she has worked with more than 120 law firms, placed over 1,000 recruitment and marketing professionals, and conducted over 800 training programs for law firms nationwide.

Eva earned her BA in Psychology from Barnard College, Columbia University, and an MBA in Marketing from Fordham University. She is certified in the Myers-Briggs Type Indicator, in the Covey Time Management System, and as a Health Coach through the Institute for Integrated Nutrition. Her goal is to share her learnings with others so they can lead the most successful and fulfilling lives possible.

Training Programs

- 7 Pillars for Interview Mastery
- Lateral Partner Interviewer Training
- Maximizing Daily Opportunities for Growth & Contribution
- Mentoring & Engagement Strategies for Partners
- How to Make Time for Your Well-being
- How to Thrive as a New Associate/ Summer Associate
- Time Management for Attorneys
- Achieve Your Next Level of Success
- MBTI for Optimal Collaboration & Communication

7 Pillars for Interview Mastery

During this workshop, participants will:

- Learn to interview intentionally by being clear about what traits to look for in future hires
- Understand the importance of asking behaviorally-based questions
- Learn how to prepare purposefully to create a meaningful interview experience
- Master key selling messages, so every candidate knows what distinguishes your firm
- Gain insights for avoiding unconscious bias during the interview process

"Eva's customized interviewer training program will sharpen your interviewers' skills. Feedback from participants, even our most experienced interviewers, was extremely positive and included: 'TERRIFIC!' and 'No other interview trainings have been anywhere as useful and practical as this one.'"

Hiring a select group of attorneys is challenging. In this 60-minute customized training, your attorneys will learn the 7 Pillars for Strategic Hiring so they can identify the most important traits in target candidates, ask the right behaviorally-based interview questions, and provide clear selling messages that leave a lasting positive impression.

Our customization process includes developing your unique "Firm Profile" based on surveying partners to identify the key traits needed for success at your firm.

By investing in this interviewer training, your attorneys will have the tools to ask high-mileage questions and the know-how to provide meaningful feedback to ensure that you hire the right legal talent and leave a lasting positive impression on candidates.



Lateral Partner Interviewer Training

This customized 75-minute program will teach your partners how to execute strategic interviews that result in hiring partners who have the best chance of being successful long-term additions. They will learn how to implement consistent interview processes for evaluating each candidate, share valuable feedback, and communicate key marketing messages that are compelling to candidates in this competitive market.

Participants will learn what questions to ask and how to best phrase them. They will also gain a deeper understanding of their role in the interview process. In addition, Eva will teach them how to leverage behaviorally-based questioning techniques to determine if the candidate possesses the key traits needed for success at your firm.

As part of the customization process, Eva will interview and survey selected partners at your firm to establish a "Successful Lateral Partner Profile" that identifies the traits, track record, and professional values of candidates who have the highest probability of succeeding at your firm.



This customized Interviewer Training workshop will provide your partners with:

- Best practices for implementing strategic lateral partner interviews
- Questioning techniques that will enable interviewers to delve into the candidate's resume in order to obtain important information
- Strategies for surfacing key issues during the interview process to ensure good decision-making
- Methods for marketing your firm more effectively to target offerees by full understanding and focusing on the candidate's unique needs
- Closing techniques that increase the probability that candidates with offers accept
- Discussion of how to recruit new partners by leveraging existing relationships

"I thought Eva was the best I have ever heard/seen on interviewing."

Maximizing Daily Opportunities for Growth & Contribution

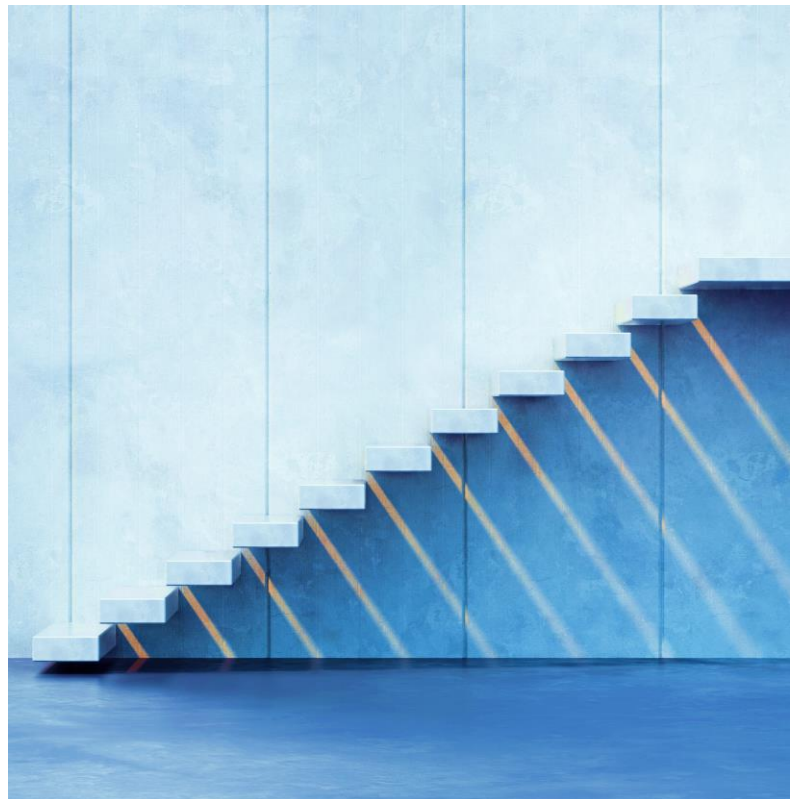
During this workshop participants will learn:

- Specific steps for building their professional reputation
- Daily practices for nurturing professional relationships
- Time management habits for focusing on important, not just urgent things
- Mindset management habits to release perfection, scarcity and competition
- Ways to identify and take ownership over their career goals

“Eva was a wealth of knowledge and provided actionable tips that our associates could use to improve their practice.”

This 75-minute session will teach associates strategies to take advantage of the growth opportunities that exist daily, including time management, relationship building, goal setting, and developing their professional reputation.

Associates will leave knowing the key to creating a successful and fulfilling life is to have a growth mindset and seek out opportunities to contribute to clients' success. By mastering these habits and taking daily action, they will create not only a success-filled career, but a deeply rewarding one, too.



Mentoring & Engagement Strategies for Partners

Engaging associates to perform optimally is challenging in a hybrid environment. Mentors, both formal and informal, are key to helping associates to thrive at your firm. This training will provide tools so those who work closely with your associates truly know how to communicate expectations, build trusted relationships and instill a sense of belonging.

Proximity doesn't guarantee trusted work relationships, personal investment does. Your associates will feel engaged and be inspired to produce their best work when the attorneys they work for show investment in them. This program will provide the methods needed to demonstrate investment in your associates' long-term success.

Your partners' and senior attorneys' expectations are much more likely to be met, even exceeded, when they know how to articulate their unique work style preferences, make associates feel like valuable team members and communicate a common client service mission.

Using the P.E.E.V.E.S. framework I developed, partners will have tools and help associates thrive in their careers.

During this 60-minute workshop, participants will:

- Learn specific steps for investing in associates' development and being a true mentor
- Gain insights for building trusted relationships that engage associates
- Identify their unique work style preferences and pet peeves so they can set those working for them up for success
- Receive tips for communicating a common mission and instilling a sense of belonging

"Eva dove right into the heart of the issues and provided incredibly specific, practical advice on how to address them. I heard great feedback all day from our partners and I'm excited to keep the momentum going as we roll out our new mentoring model."



How to Make Time for Your Well-being

During this workshop participants will:

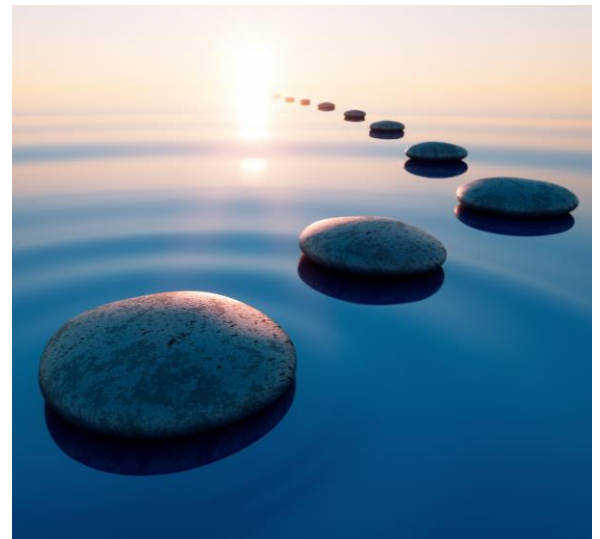
- Complete a self-assessment to gain insight into whether they are a Prover or Succeeder. Provers are driven by a fear of failure and other negative motivators and spend a great deal of time worrying
- Identify the source of their Worry-Time™ including: procrastination, perfectionism, future tripping, self-generated distractions, etc.
- Learn which proactive activities will help them feel more in control.
- Understand how to manage their mindset so they reduce how frequently they are triggered into Worry-Time™
- Learn specific techniques to conquer their negativity bias and develop a positivity focus
- Create daily well-being habits to fuel focus, productivity, and inner sense of peace

This 60-minute virtual or in-person training will provide your attorneys and business services professionals with actionable tools to feel more in control and less stressed. They will learn how to establish daily well-being habits that fuel focus and productivity.

Our brains are wired for survival and easily default to a negativity bias. This, coupled with the uncertainty we have all experienced in recent times, leads to anxiety and time spent worrying. This training will teach your attorneys how to trade Worry-Time™ for well-being time.

This workshop provides high achievers with an assessment to identify the source of their Worry-Time™, as well as daily well-being practices that will enable them to build the reserves they need to handle challenges. They will leave knowing how to take proactive ownership over their well-being.

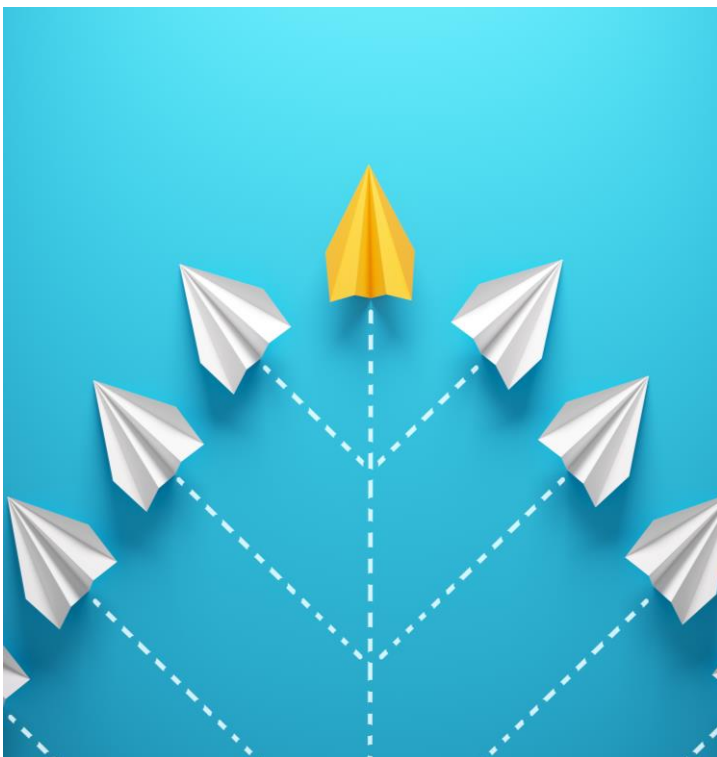
"Eva's presentation is perfect for professionals seeking to improve time management skills and well-being habits. Participants walked away with valuable insights and practical steps to take into their professional and personal lives."



How to Thrive as a New Associate/Summer Associate

What it took to be a great student is not what it takes to be a great attorney at your firm. There is a passivity pandemic occurring where many junior associates are failing to take ownership and thrive. This training will help move your new associates from a school mentality to a proactive service mentality.

This interactive 60-minute workshop will help them master time management skills, cultivate a client service attitude and develop an ownership mindset. In addition, they will identify specific areas of growth to become valuable team contributors.



During the workshop, participants will:

- Gain insights into the 5 biggest mistakes junior attorneys make and how to avoid them
- Learn a framework for delivering outstanding work that includes Preparing, Anticipating, Initiating, and Never assuming
- Master the “How To’s” for being proactive and client-service focused
- Learn specific steps for communicating and building trusted relationships with clients and colleagues
- Gain insights from supervising attorneys as to what they expect from new lawyers
- Develop strategies for overcoming perfectionism, overthinking, and procrastination

“Eva’s presentation at our new associate orientation program was just fantastic. She provides tips that help new attorneys thrive from day one, including insights on trust building, time and project management, and strategies to reduce the likelihood of burnout. Our associates loved the session!”

Time Management for Attorneys

During the workshop, participants will:

- Learn time management strategies for focusing on the most important things, not just the urgent ones
- Develop a system for planning efficiently by using a Daily Action Plan
- Master a system for controlling interruptions and distractions
- Learn how to become proactive and take action on long-term projects
- Develop strategies for working productively in a hybrid environment
- Gain insight to avoid procrastination and overthinking
- Complete an exercise to identify work goals and action steps needed to achieve them

"Our summer associates loved the daily planners to help them prioritize their daily and weekly tasks. It was a great way to kick off our summer program!"

Law firms are reactive client-service work environments. This training will equip your attorneys with the habits and mindset for them to focus and be productive daily.

Eva Wisnik has taught Time Management skills to over 8,000 law firm professionals. Participants will leave this 60-minute training with actionable tools and a workbook. They will learn skills to help them manage their time most effectively and be of greatest value to clients.



Achieve Your Next Level of Success

In this 75-minute session, senior attorneys and partners will discover their core values and develop strategies to prioritize and achieve their most important goals. Drawing on over three decades of studying attorneys' careers, Eva Wisnik has designed this workshop to help high achievers identify and overcome common barriers to their next level of success, such as fear of failure, perfectionism, and imposter syndrome.

During this in-person or virtual training, Eva provides insights and exercises to help your attorneys create an actionable plan to reach their full potential and derive a sense of fulfillment from their accomplishments. In addition, they will learn how to establish daily well-being habits to fuel their continued success.



This hands-on workshop will provide:

- Clarity over work/life values
- A roadmap to remove internal obstacles for success
- Insights into how to leverage the Time Management Matrix to focus on priorities
- Mindset management habits to feel more in control and focused
- Daily well-being practices to build reserves to handle challenges
- An action plan that supports growth, contribution and fulfillment

“Eva keeps things interactive and lively, making sure the audience stays engaged throughout. The content is always spot on – well organized and delivered in a way that's both interesting and easy to understand.”

MBTI for Optimal Collaboration & Communication

During this workshop, participants will:

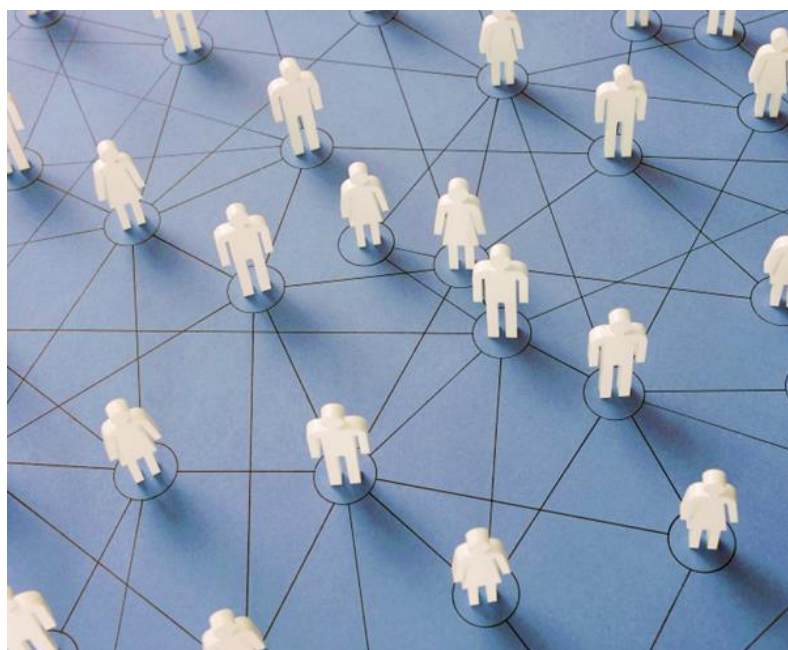
- Gain insights about their own preferences for working and communicating with others
- Learn specific strategies for working with colleagues whose styles are different from their own
- Participate in a hands-on experience watching how others process information, make decisions and communicate
- Gain strategies that will help build trust-filled relationships that foster a collaborative work environment

"Eva is a charismatic presenter. She communicates clearly and was well-prepared and knowledgeable. The content was well-researched and insightful, making it both informative and engaging, and working with her was an absolute pleasure!"

We have all witnessed how conflicting work styles and miscommunication cause havoc. In addition, our hybrid workplace comprised of different generations poses new challenges for building trusted work relationships.

Eva Wisnik has administered the Myers-Briggs Type Indicator to over 7,000 law firm professionals, including associates, partners and business services professionals.

Each participant will receive the results of their Myers-Briggs type and insights into their unique way of working, communicating and making decisions. This highly interactive session will provide team members with tools to communicate and work most effectively with clients and colleagues and build a more collaborative work environment.



Eva Wisnik's career expertise is featured in her book:



"Eva effortlessly weaves together real-world examples along with the wisdom she's picked up working in the recruiting industry."

"This is a MUST READ for anyone seeking to improve their professional standing!"

"Very helpful in understanding the steps I need to take and be successful at my future career as a big firm attorney!"

"This book has... helped educate me on the best ways to succeed in the professional world."

"Eva is a sharp and very knowledgeable speaker who excels at engaging her audience and providing uncommon insights. She thinks deeply about the underlying purpose of the engagement and customizes programming in line with overarching objectives. We bring Eva to the firm to conduct programs when we need someone who will help us achieve a competitive advantage."

Marlon Lutfiyya, Director of Talent & Diversity, Neal, Gerber & Eisenberg

"Eva's presentation is perfect for anyone seeking to improve time management skills and well-being habits. Participants walked away with valuable insights and practical steps to take into their professional and personal lives."

Lauren Tapper, Chief Legal Talent Officer, Kramer Levin

"Eva's presentation skills are exceptional. Her subject matter expertise and in-depth knowledge of the market and our firm combine to provide impactful training for our attorneys."

Jessi Hoffer, Director of Talent Acquisition, Chapman and Cutler

"Fantastic session! Thank you! Eva is an engaging speaker and I appreciated how she asked each Summer Associate to provide what resonated with them the most. I feel like I learned a few things to improve my own practice, as well."

Madeline Mackie, Professional Development Specialist, Manatt

"Eva is very responsive to attendees' questions and presents in an interactive and engaging style. She is among our most popular professional skills presenters."

Dana Hill, Director of Learning & Development, Mayer Brown

"Through Eva's deep industry knowledge and training expertise, she created an engaging session on how to succeed, with personalized best practices from our stakeholders."

Alex Gharghoury, Recruiting Manager, Brown Rudnick

"Eva's preparation sets her apart. She took the time to understand our practitioners' expectations, and the end result was a presentation perfectly tailored to our associates' needs!"

Lindsay Howard, Director of Recruiting, Wolf Greenfield

"I love that Eva's content is based on scientific findings and literature. You can tell that she is an expert in her field. Her client service is top-notch!"

Nicole Lemma, PD Training Specialist, Lowenstein Sandler

"Eva is reliable, professional, and does an amazing job keeping the audience engaged. Her ability to break things down and make them relatable is a big plus."

Nicole Bent, Manager of Professional Development, Ice Miller

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