



**Tax**

# Potential partnership requires right approach to practice

By AdvocateDaily.com Staff



Having the right outlook is an important quality for young lawyers hoping to one day be considered for partnership; senior partners want to see that associates are willing to take extra steps to build their practices, Toronto tax litigator [Adrienne Woodyard](#) tells [Lawyers Weekly](#).

While firms don't expect new associates to have their own book of business, Woodyard, a partner with [DLA Piper \(Canada\) LLP](#), explains, they do seek associates who "show that they're approaching their practice in the same way that the senior lawyers in the firm [do]," in terms of client service, and that they're thinking about business development.

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Firms are also looking for associates who can take ownership over files, and show that they're thinking about ways in which they can assist the client, rather than thinking about isolated legal issues without reference to the bigger picture, she adds.

Woodyard explains that partners also want to see associates developing relationships with colleagues both within and outside the firm, and that they should also be boosting their profiles through social media, through speaking engagements and by writing articles for publication. She also suggests that associates track their progress and promote their efforts internally.



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While it's tempting to believe that if you keep your head down and do good work, the rewards will naturally flow, the truth is that the firm may not necessarily be aware of everything that its associates are doing to promote their practices unless it's brought to their attention.

"Lawyers have to get over a sort of natural reluctance to promote themselves," Woodyard says. "You don't have to be obnoxious about it, but if you land a big file or a new client or you've got a high-profile speaking engagement or you did an article and you got five enquiries, tell people about it. You have to make it known."