

# BUSINESS DEVELOPMENT MASTERMIND

EQUINOX STRATEGY PARTNERS



The conventional wisdom that pedigree and expertise alone will grow your practice is passé. Your ability to move the needle with clients, prospects and referral sources will largely be determined by your ability to leverage your network, differentiate your value and overcome common challenges. Whether you are gregarious or an introvert, a solo practitioner or a part of Big Law, there are universal sales skills that rainmakers have refined to take their practice to the next level.

## OBJECTIVE

**THE BUSINESS DEVELOPMENT MASTERMIND IS A GROUP OF LIKE-MINDED SERVICE PROFESSIONALS WHO SHARE THE COMMON GOAL OF BUILDING THEIR PRACTICES.**

Our group's objective is to develop an approach and a business development skillset for increasing revenue and market visibility.

## WHAT

A year-long program that meets virtually every month to participate in facilitated discussions and trainings surrounding key, business development topics. Participants also receive two, individual coaching sessions throughout the year.

## WHO

Similarly-situated, service professionals: law, accounting, business management, consulting.

## GROUP MEETINGS & TRAININGS

A cohort of no more than 15 members meet virtually for a 1.5 hours of group training every other month. Participants share with the group their experience surrounding specific business development, marketing and public relation-related topics. Small discussion groups meet on the months the large group does not meet.

## INDIVIDUAL COACHING

An initial one-on-one, virtual coaching session will be used to develop an annual business development plan and budget, define expertise and target market(s) and identify industry opportunities. A six-month follow-up session will evaluate progress, review challenges and refine approach.

## INVESTMENT

\$1,995/year (includes six group meetings, six discussion group meetings and two coaching sessions)

*The Mastermind program is a tremendous opportunity to talk with peers about strategies and challenges in the marketplace, and identify specific opportunities and best practices for business development. The guidance from Jonathan and Lana in this process is invaluable. - Matthew Baker, Partner RMO LLP*

# JONATHAN FITZGARRALD

GROUP LEADER AND FACILITATOR



Jonathan Fitzgarrald is Managing Partner of Equinox Strategy Partners, providing service professionals and firms with strategic counsel to drive revenue and increase market visibility.

For nearly two decades and prior to founding Equinox Strategy Partners, Jonathan directed the sales and marketing at three, top business law firms. In 2017, Jonathan was inducted as a Fellow into the College of Law Practice Management.

Prior to his focus in professional services, Jonathan held senior-level sales and communications positions at various public and private companies within the high-tech, telecommunications, electronics, health care, and consumer products industries.

A clear, dynamic, and diplomatic communicator, Jonathan regularly speaks and presents to professional audiences on various business development and marketing topics. He has been quoted in such publications as *The Wall Street Journal*, *Los Angeles Times*, *The American Lawyer*, the *National Law Journal*, *The Recorder*, *ABA Journal*, *Strategies: The Journal of Legal Marketing*, *City News Service* and on *The CBS Evening News*, *KNBC.com* and *Law.com*.

For five years, Jonathan was a broadcast journalist and news anchor for a television network in San Francisco. He is an accomplished equestrian, and is fluent in Spanish.

# LANA MANGANIELLO

BUSINESS DEVELOPMENT COACH



For over 15 years, Lana has been a leader in professional service sales and sales management. A graduate of the University of California, Irvine, Lana began her career building a financial planning practice with Northwestern Mutual, advising business owners, executives and service professionals on how to best protect their assets and investments. Following this success, she moved into leadership positions within two Fortune 500 companies; first with MassMutual as a Brokerage Director, and then with The Guardian Life Insurance Company as a Managing Director.

Lana has devoted over 10 years to coaching new and experienced service professionals on topics related to annual business planning, business development coaching/training and marketing.

Lana serves as a VP on the board of directors for Counsel for Justice, the charitable arm of the LA County Bar Association. She is also part of the Leadership Advisory Board at Vista Del Mar, a non profit providing comprehensive, family-centered social, educational, and behavioral health services to children and families in Los Angeles. Lana loves living in Southern California with her tall husband, two delightful daughters and a couple of rescue dogs.