

PROFITABLE
**PRACTICE
STRATEGIES**
with Susan Guthrie

Future-Proofing Your Positioning

A Strategy + AI Collaboration Worksheet

Technology is changing how professionals are found, evaluated, and trusted. This worksheet helps you clarify and future-proof your positioning, using AI tools as a thinking partner to accelerate clarity, not outsource judgment.

You do not need to complete this during the program. These exercises are designed to be used thoughtfully after today, with the support of AI tools where helpful.

Step 1: Define Your Ideal Client in a Changing Landscape

Purpose:

Future-proof positioning starts with clarity about *who you serve best now* and who will continue to need your expertise as the profession evolves.

Reflection Prompts:

- Who do I serve best today?
- What types of clients or matters energize me rather than drain me?
- What disputes or problems am I particularly effective at resolving?
- How might technology or AI be changing *who* needs my services or *how* they find them?

AI Collaboration Prompt (Optional):

“Based on my background as a [mediator/arbitrator/attorney], help me identify ideal client types who are most likely to need my services as technology changes dispute resolution.”

Step 2: Articulate Your Value in Plain, Modern Language

Purpose:

In a digital environment, people decide quickly whether you are relevant. Your value must be immediately understandable, without jargon or credentials leading the way.

Reflection Prompts:

- If a client described what I do at a dinner party, what would they say?
- What problem do I solve in language a non-lawyer would understand?
- How does my work help clients navigate complexity, uncertainty, or conflict more effectively?

AI Collaboration Prompt (Optional):

“Help me rewrite my value statement so it is clear, concise, and understandable to someone outside the legal profession.”

Step 3: Identify What Makes You Distinct as the Profession Evolves

Purpose:

Differentiation today is not about being flashy. It is about being *relevant* and *trusted* as the field changes.

Reflection Prompts:

- What do clients consistently appreciate or compliment about my work?
- What experience, perspective, or approach sets me apart?
- How do I thoughtfully use technology or modern tools to improve efficiency, clarity, or outcomes?
- Are there emerging areas, practice models, or dispute types where my skills are particularly well suited?

AI Collaboration Prompt (Optional):

“Based on my experience and approach, help me identify differentiators that matter in a tech-influenced dispute resolution landscape.”

Step 4: Ensure Consistency Across Platforms

Purpose:

Technology amplifies whatever message you are sending. Consistency builds trust. Inconsistency creates confusion.

Reflection Prompts:

- Does my website clearly communicate who I serve and how I help?
- Does my LinkedIn headline match that message?
- Does my email signature reinforce my role and value?
- Would someone encountering me online immediately understand why I am relevant today?

Quick Consistency Check:

- My LinkedIn headline states who I serve
- My website explains my value in plain language
- My email signature reinforces my positioning

AI Collaboration Prompt (Optional):

“Review my LinkedIn headline/website introduction and suggest edits to improve clarity and consistency.”

Wrap-Up: Create a Future-Ready Positioning Statement

Pull your reflections together into one clear statement you can use across platforms and conversations.

Template:

“I help [ideal client] solve [specific problem] by [unique value or approach], so they can [desired outcome].”

Optional AI Refinement Prompt:

“Help me refine this positioning statement so it reflects clarity, relevance, and confidence in today’s professional environment.”

Key Takeaway

Future-proofing your practice does not mean predicting the future.

It means being clear enough about your value that, as technology accelerates change, the market understands exactly why you matter.

Use this positioning statement consistently across your website, LinkedIn profile, email signature, and professional conversations.