



Positioning for Success

Pre-Workshop Reflection: Positioning Awareness Snapshot

Purpose

This brief reflection is designed to increase awareness before our workshop. Please complete this prior to the workshop and bring your responses with you.

Part I – How You Currently Describe Your Practice

1. If someone asks what you do, how do you typically respond?
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2. Copy the first one to two sentences from your LinkedIn headline, website bio, or panel description.
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Part II – Language Awareness

Read your responses above and reflect.

Does this description sound more aligned with:

- A litigator
- A neutral
- A blend of both

What specific words or phrases signal that alignment?

Part III – Selection Clarity

If a decision-maker unfamiliar with you read your description, would they instantly understand:

- What kind of disputes you focus on
- Who you most often serve
- What outcome you help achieve

Circle one:

Very clear

Somewhat clear

Unclear

What might be missing?

Part IV – Forward-Looking Draft

Without striving for perfection, complete:

I help _____

with _____

so they can _____

Final Reflection

In one sentence:

What do you most want your mediation practice to be known for?
