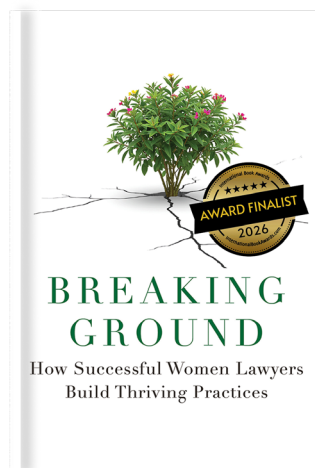


Course Adoption Guide



Breaking Ground

How Successful Women Lawyers
Build Thriving Practices ↗

Authored by Deborah B. Farone

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Overview

Well suited for courses on professional identity formation, practice readiness, leadership development, and client-centered lawyering, ***Breaking Ground: How Successful Women Lawyers Build Thriving Practices*** presents business development as a professional lawyering skill that can be taught, practiced, and refined.

Drawing on more than **60 in-depth interviews** with leading rainmakers, law firm leaders, business development experts, and academics around the world, the book explores how lawyers earn client trust, build and sustain professional networks, and develop visibility and credibility in the marketplace—skills that are increasingly **essential for early-career attorneys across all identities, backgrounds, and practice settings**.

Chapter-by-Chapter Teaching Guide

Faculty may assign the entire book or select individual chapters to complement existing course materials. Each chapter focuses on distinct business development competencies and is paired with a thought-provoking essay from a leading practitioner or expert.

Chapter	Topics Covered	Course Applications
Chapter 1: <i>Why Is Business Development Different for Women?</i>	Gender dynamics in business development, career advancement, relationship-building	Professional Identity Formation, Women and the Law, Leadership
Chapter 2: <i>Building and Promoting Your Profile</i>	Personal branding, visibility, reputation-building	Professional Development, Career Strategy
Chapter 3: <i>Creating and Disseminating Thought Leadership to Promote Your Expertise</i>	Expertise development, publishing, professional credibility	Leadership, Business of Law, Legal Writing
Chapter 4: <i>Mastering LinkedIn: A Wonderful Networking and Thought Leadership Tool</i>	Digital networking, online presence, professional branding	Professional Development, Law Practice Management
Chapter 5: <i>Getting the Most Benefit from Speaking Engagements</i>	Public speaking, professional visibility, business development	Advocacy, Leadership, Professional Development
Chapter 6: <i>Navigating Networks and Associations</i>	Networking strategy, professional organizations, relationship-building	Professional Identity Formation, Career Development
Chapter 7: <i>Asking for the Business</i>	Client development, business generation	Business of Law, Law Practice Management
Chapter 8: <i>The Business Development Mindset: Learning from Others and Developing Grit</i>	Mentorship, resilience, professional growth	Leadership, Professional Development
Chapter 9: <i>Practice, Practice, Practice and Be Authentic While Doing It</i>	Authenticity, confidence, habit formation	Professional Identity Formation
Chapter 10: <i>How Law Firms Can Help Women Lawyers Develop Business</i>	Organizational support, sponsorship, firm culture	Leadership, Law Practice Management

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Deborah B. Farone is CEO of Farone Advisors LLC and a widely respected marketing and business development strategy advisor to law firms and professional service organizations in the United States, Europe, and Asia. Prior to launching her advisory practice, she spent two decades as **Chief Marketing Officer** of two of the world's most prestigious law firms: **Cravath, Swaine & Moore** and **Debevoise & Plimpton**.

Farone has taught marketing and public relations for professional service companies as an adjunct faculty member at **New York University**, where she developed some of the first university level courses in law firm marketing and business development. She is also the author of *Best Practices in Law Firm Business Development and Marketing* (PLI Press, 2019).

Pedagogical Applications

- **Professional Development:** Career strategy, client development, mentorship, leadership pathways
- **Business of Law:** Practice growth, client acquisition, relationship management, firm economics
- **Skills Training:** Client communication, value framing, networking strategies, trust building
- **Professional Identity:** Understanding the lawyer's role in building credibility and long-term client relationships
- **Leadership Development:** Professional visibility, thought leadership, resilience, and organizational influence

Engaging for Students

Designed to be accessible and relevant to law students, the book:

- Uses **real-world stories** from accomplished practitioners
- Addresses common student concerns about **networking, self-promotion, and career uncertainty**
- Frames business development in a way that aligns with **professional responsibility and client service**
- Encourages reflection on **authenticity, judgment, and long-term career strategy**

Student Learning Outcomes

Students will be able to:

- Explain how business development functions within legal practice
- Distinguish between transactional service and trusted advisor relationships
- Identify behaviors that build client trust and professional credibility
- Develop an ethical, authentic approach to networking and relationship building
- Understand how law firms and organizations support (or hinder) business development growth
- Apply reflective strategies to long-term career and practice planning

Professional Development & Career Readiness Integration

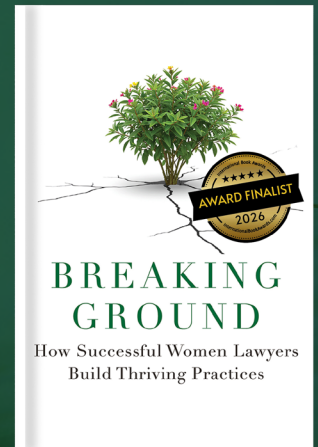
Rather than focusing on clinical simulations, this book is particularly effective for:

- Professional development courses and workshops
- Lawyering skills or orientation programs
- Supplemental reading for externships and mentoring programs
- Career strategy and leadership initiatives

CONTACT

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