

FormanWatkins Hosts Special Lagniappe Session for Local LMA Members

The FormanWatkins New Orleans office recently hosted the Legal Marketing Association's local Baton Rouge/New Orleans group for a special lagniappe session that was being held for its members and friends. Susan Freeman, CEO & Chief Client Happiness Officer of Freeman Means Business, presented "Understanding Gender-Based Communications," where attendees learned about various communication styles and how to adapt their style to others to achieve their goals, remain aware of differing verbal and non-verbal communication styles, and combat gender biases that result from our own gender stereotypes. Susan also discussed unconscious bias, indifference, and groupthink as they relate to diversity and inclusion and how to establish a D&I initiative in your organization. It was an eye-opening presentation, and we are honored to have been a part of it.

LMA is a community that brings together all types of industry specialists from firms of all sizes. Consultants and vendors, lawyers, marketers from other professions, and marketing students can connect and share their collective knowledge. The Baton Rouge/New Orleans Chapter functions within LMA Southwest Region, which includes member firms from Arizona, Colorado, Texas, and Louisiana. If you are interested in joining LMA, please visit their website or contact Holland Familia for more information.

