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## THE YOUNG LAWYER IN THE INTERNATIONAL CONTEXT

### TODAY WE CHAT WITH:

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#### WHAT IS MOST IMPORTANT TODAY: THE PERSONAL OR CORPORATE BRAND IN AN INTERNATIONAL CONTEXT?

**JLM-** In my opinion, both personal and corporate brand are essential elements that define every lawyer, although the specific weight of each one of them may probably vary depending on the environment in which each lawyer develops his professional career. In this sense, based on my personal experience, in a context of a small firm like the one in which I have been working so far, your own personal brand is an absolutely decisive factor, and I think that the values and principles that your personal brand may fail to convey will difficulty be integrated by the corporate brand associated to the firm in which you work.

**PV-** I understand that one's personal brand is an essential value of every lawyer in a homogeneous and competitive market like the current one. Nowadays, it is necessary for a lawyer to develop a consistent and appropriate branding policy to leave trail of its essence. "Your life is your message", Gandhi said. Everything communicates and generates personal brand, be it good or bad. Personal brand needs to go hand in hand with corporate brand, which will result in your own branding.

It is vital to differentiate and have visibility, convey confidence and strong principles in today's rapidly changing environment, have a value proposition that positions you as the most valuable lawyer and shows your competitive advantage.

**CHM-** Both must be together and require a common strategy that defines and heads them towards the client. The natural reaction of our prospect client, national or international, is to

be skeptical about our service and demand the best results, and this is where our strategy defines us. Both will help us differentiate ourselves from other competitors, and both will help us break down any wall of mistrust through reputation and a positive image.

#### DO YOU CONSIDER DIGITAL STRATEGY AND POSITIONING ESSENTIAL?

**PV-** Yes. In this digital age in which we are, it is also necessary to talk about digital identity. Technology is and will be changing the profession and the legal service provision in many ways. Social networks will allow you to forge your reputation, connect with people whose interests are similar to yours, find business opportunities and get in touch with people that can help you consolidate your network.

**CHM-** Absolutely. Today's world does not admit a technological disconnection. The firms of the future will be those that are already concerned about their digital strategy and are implementing it in their daily activity, therefore allocating resources to support its clients by offering a modern service that is not anchored in the past. Immobility and fear that some firms experience is no longer admitted by the market, which demands "his/her Counsel" to have started the digital path in the same way that the firm's clients have done so.

**JLM-** Of course. We have reached a point in which denying the importance of digital strategy and positioning would be a worrying symptom of ignorance about the digital environment in which we, legal service providers, work. Definitely, it is essential to

consolidate appropriate forms of digital presence in accordance with the present times.

#### WHAT CAN AIJA OFFER TO YOUNG LAWYERS?

**CHM-** AIJA offers the possibility to enjoy a wide range of useful resources for a lawyer's professional and personal development that can hardly be found in other associations. Fellowship, permanent concern for learning issues and the pursuit of continuous training that enables confidence in advising clients, together with a very powerful networking, brings AIJA's members to a superior level. And all this takes place in a friendly and fun environment.

**JLM-** Undoubtedly, AIJA is a very useful tool when it comes to young lawyers who develop their career in the international arena. As such, what AIJA offers is the possibility to contact peers of a virtually unlimited number of jurisdictions within a framework designed to overcome logic cultural barriers immediately, by empowering connecting elements and internationally transversal principles.

**PV-** AIJA can be whatever each lawyer wants it to be. It is an international window full of alternatives to build a network of contacts, reinforce your learning, share experiences with others and even build friendships. AIJA offers a wide and interesting variety of scientific programs for all specialties and especially introduces you to lawyers from another jurisdiction in a more amiable environment.

