

**ZEN** AND THE ART OF  
**LEGAL NETWORKING**  
BY: LINDSAY GRIFFITHS OF THE ILN

INSIGHTS & COMMENTARY ON  
*Relationship Building  
within the International  
Lawyers Network*

POSTED IN ROUNDUPS

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## Five Most Popular Zen Posts in 2016

BY LINDSAY GRIFFITHS ON DECEMBER 29, 2016



It will probably come as no surprise to most of you that our most popular posts in 2016 centered around two topics, the future of law firms and Instagram (the latter one is a surprise, but if you've been reading closely,

you know that we've already addressed that oddity). Did you catch all of these posts this year? If not, never fear, I'm bringing you a round up of the most popular posts from Zen in 2016!

## **Instagram: How Lawyers Can Use it & Get Noticed**

In our first post about Instagram on Zen, we looked at the facts about this extraordinarily popular social media site (they've added 100 million users in just the last six months!) as well as six tips for using it for content marketing and two ways to get noticed there. Do I think you're going to get business by being an active Instagrammer? Doubtful. But I think you'll have a lot of fun, find a unique way to connect with people that most of your colleagues and competitors aren't using, and educate yourself about a social tool that many of your clients are using so that you can effectively advise them.

Read more [here](#).



## **Law Firm of the Future: Move it or Lose It**

In what became a recurring theme in our "Law Firm of the Future" series, this was the post where we first addressed the comment "*What they really need is leadership willing to make decisions*" and the constant drumbeat from clients of "change or die." Set against the backdrop of two of the chapters from HighQ's book on Smart Law, we looked at the need for better service delivery and the need to stay reactive to be proactive.

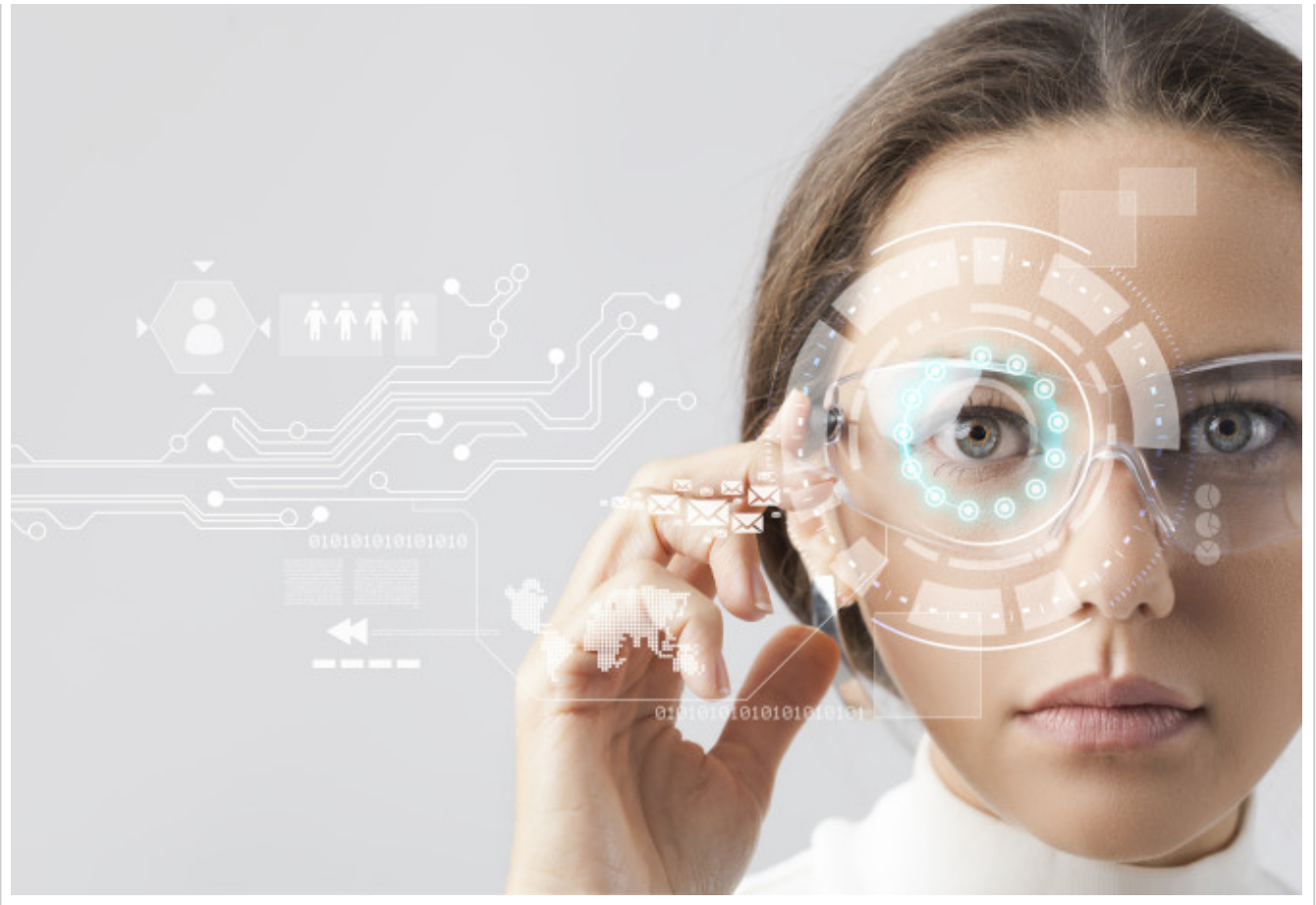
Read more [here](#).



## **Are You Ready for the Future of Legal Services?**

This post kicked off our Future of Law series, introducing the Smart Law book by High Q, and my comments about what would be required by the law firms of the future. I boiled it down to flexibility at that time, though as we've seen over the series, I'd expand that now. But to see where it all started, jump over to this post.

Read more [here](#).



## **The Right Way to be a Lawyer of the Future**

The second post in the Future of Law series delved deeper into the comments from the book's contributing authors, as we mentioned in "Move it or Lose it." We commence with the first two chapters, looking at curiosity, innovation, open-mindedness, and a drive to continue to learn as necessary attributes for the lawyers of the future.

Read more [here](#).





## **How Lawyers Can Stand Out from the Competition on Instagram**

Zen readers continued to show enthusiasm for all things Instagram, with “How Lawyers Can Stand Out from the Competition on Instagram.” This post looks at four ideas for shaking up your Instagram routine that will help to differentiate you from other lawyers and law firms using the tool.

Read more [here](#).



Enjoy revisiting these posts (or checking them out for the first time!) and we look forward to a happy and healthy 2017! If you have any requests for content that you'd like to see more of, or ideas you'd like to hear more about for next year, please let me know in the comments, and we'll take a deeper dive in the new year!

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