

## PRODUCT REVIEW: LAWCOUNTABILITY

### Can a cloud-based app help lawyers network?

BY RUTH CARTER

For many lawyers networking is a necessary evil. We often know what we need to do to build connections so we'll be top-of-mind when someone needs legal help—but making it a priority can be a challenge. Uccountics' Lawcountability is a cloud-based platform for lawyers designed to support networking efforts. It is designed to "promote consistency, creativity and accountability in your professional, business, and career development initiatives."

I was given a free 30-day trial to review Lawcountability. It is a website where you can create and monitor your goals and save them to a profile. The site gives you weekly networking tasks to complete.

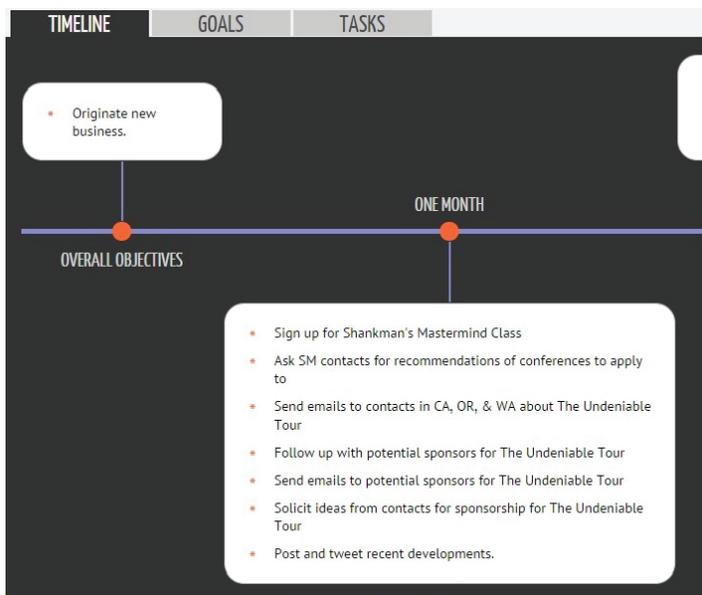


Figure 1. Lawcountability goals and time line.

Setting goals on the site was user-friendly and intuitive. It has many generic goal suggestions you can choose from such as, "Update LinkedIn or other social media profiles," "Experiment with blogging," and "Join a bar association committee," or you can create your own. With each goal you designate a completion date. The site then creates a

time line for you that incorporates all your goals that you can download in PDF for mate. This process helped me look at my overall goals for the next year and then to break each one down into manageable action-oriented tasks to be completed in the next month, three months, or six months.

Lawcountability users get access to the website's weekly webinars—a 10 or 11-minute webinar that contains one idea you can apply towards achieving your networking goals and 3 tasks to do that week related to that idea. Each new webinar is released on Monday and is narrated by Lawcountability owner, attorney and author Ari Kaplan. Each user receives a reminder via email on Tuesday, Wednesday and Thursday if they have not completed a weekly task.

## LAWCOUNTABILITY

DASHBOARD GOALS TASKS JOURNAL TIMELINE PROFILE LOGOUT

### YOUR DASHBOARD RUTH

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Figure 2. My Lawcountability dashboard after 30 days.

One week's webinar was entitled, "Reach Your Target Audience Anytime & Anywhere With Ease." It focused on using LinkedIn groups to connect with people. The associated tasks for the webinar were doable:

**Task 1:** Visit your LinkedIn homepage and click Interests/Groups.

**Task 2:** Who can you call or email to follow up on a group posting you read or to suggest they also join the group?

**Task 3:** Who can you meet to discuss a group post or potential collaboration?

I appreciated that Tasks 2 and 3 each week focused on connecting directly with others by phone, email, and suggested a collaborative effort. These tasks are directly aimed

at building relationships with individuals which should be the goal of networking. Many educational networking tools focus on social media posts blasted out to hundreds of people. Lawcountability focuses on reaching a broader audience and building one-on-one connections.

Lawcountability has a Dashboard where you can see at a glance how many goals and tasks you've completed. If a law firm uses Lawcountability, the metrics will allow the firm to see who is using the platform, what tasks and goals each person is completing, and how each user is doing compared to other users in the firm.

Each user may designate an "Accountability Partner"—someone who

will get a weekly email that summarizes how you did that week on the tasks. It creates another level of accountability for the user. This person does not have to be affiliated with your firm or Lawcountability.

My one quibble with using Lawcountability is that the task list is not as user-friendly as it could be. I wish there was an option to dismiss tasks that do not apply to your larger goals. One of the weekly ideas I got was to use Google Translate to translate and publish existing content in another language. That's a great suggestion, but not one that applies to my goals, so I didn't do it. However, this uncompleted task is still on my list. In the future I hope Lawcountability separates completed tasks from uncompleted tasks (right now they are listed by due date only) and adds the option to collapse the completed tasks list so the user can more easily focus on the tasks they need to do.

If you're interested in trying Lawcountability, contact them for a monthly subscription rate based on the number of users in the firm. If building your business through networking is one of your goals and you need an external source to help keep you motivated and inspired, I strongly recommend that you consider Lawcountability.

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