



SPEAKING ENGAGEMENTS

Selling Authentic Change

DATE

February 28, 2023

SPEAKERS



**Dawn R.
Rosemond**
Firm Diversity
Partner

Dawn Rosemond and Matt Wells presented to a group of business development directors and professionals at Seyfarth Shaw's offices in downtown Los Angeles on how to develop business through leveraging their firm's diversity, equity and inclusion values. The presentation, "Selling Authentic Change," gave Dawn the opportunity to share her personal story and the business development projects she has undertaken to directly grow revenue with several clients of the firm. Dawn and Matt provided examples of how to partner closely with diverse professionals to focus on intentional individual revenue generation opportunities. The program was coordinated by Gladstone Growth Strategies as a part of its biannual series for business development leaders at AmLaw 100 and 200 firms.

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