PAMELA POWERED

ACTLA 2-DAY FALL MASTER CLASS · CANMORE 2026

Facing the Future

Building a Sustainable Practice Through Strategic Relationships

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Legal Marketing Consultant · pamelapowered.com

MY MOTTO

Make meaningful connections.

My father's legacy. Steve Denecky, KC, founding partner of Stringam Law, Lethbridge.



Learn To Do By Doing. 4-H light horse, youth leader, provincial public speaking winner.

Alberta is family, not a market. Calgary, Lethbridge, Edmonton, and the family farm.



Goals realized through hard work. That hay stack is mine. I stacked it by hand.



ABOUT ME

38 years in professional services. 25 years helping lawyers.

Principal of Pamela Powered. Referral networks, LinkedIn, intake, business development coaching.

Senior Marketing Roles. KPMG, PricewaterhouseCoopers, Lang Michener (now McMillan), Howie Sacks & Henry (HSH).

Legal Association Leadership and Networking.
Legal Marketing Association (LMA): Plaintiff SIG founder, Board Member, Speaker
Ontario Trial Lawyers Association (OTLA): Supported HSH OTLA leadership, active in sessions and networking.

TODAY'S SESSION

What We'll Build Together

A system you leave with, and start using today.

01
What's changing
Four shifts. One you control.

02
Your referral system
List, line, restart, routine.

03
How practice areas connect
The sources you never mapped.

04
LinkedIn that keeps you visible
Visible, and inside LSA rules.

05
Why relationships win
What AI can't replicate.

06
Build your action plan
Use the workbook to leave with a plan.

WHAT'S CHANGING

Most of what's changing is outside your control.

This session is about the one thing that isn't.



WHAT'S CHANGING

Four changes already hitting civil litigation.

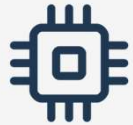
The law is shifting under you

Auto tort mostly gone in 2027.
Family files reroute to ADR.
Ahluwalia adds a tort.



AI-assisted legal services

Clients research and shortlist you before they ever call.



Firm consolidation

Bigger firms with in-house marketing chasing your referral sources.



Generational transition

Senior lawyers retire. Their referral relationships don't transfer.



WHAT STAYS CONSTANT

Lawyers refer cases to lawyers they know, trust, and remember.

The best legal work still moves through professional networks, not Google ads.

The firms that thrive have the deepest referral relationships — not the biggest ad budgets.



WHERE FROM HERE

Three ways forward. Today is about one.

1

Keep doing what you're doing.

Eventually your sources will drift to whoever called them last.

2

Move into a practice area that's growing.

A real option. It takes time. Your network has to learn what you do now.

3

Build out the relationships you have.

Go deeper with your sources. Add the practices that never think to call.

OPTION 2, IN PRACTICE

A partnership which is growing into a whole new practice firm.

Tanya Martin is building her sexual abuse litigation practice this way. A partnership with Sandra Kovacs is growing into its own firm.

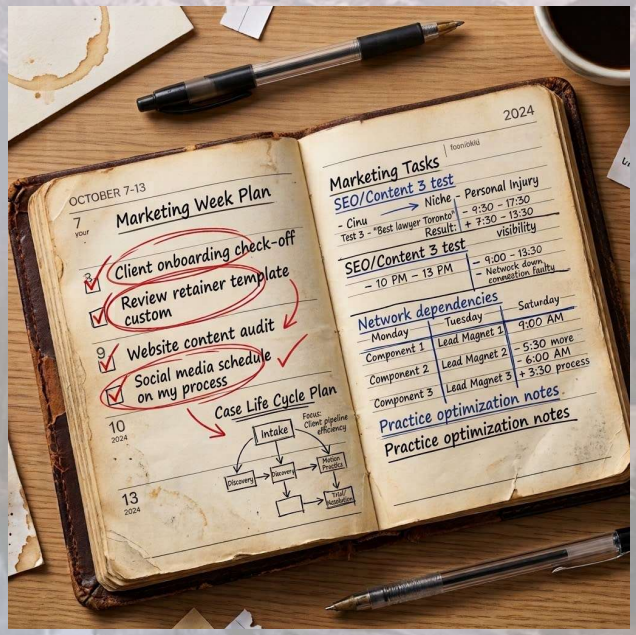
She's speaking here tomorrow. Ask her how it happened and why.



YOUR REFERRAL SYSTEM

Most relationships exist. Most systems don't.

Four steps *turn the relationships you already have into a steady source of good work.*



STEP 1 YOUR TURN · 3 MINUTES · TOOL 1, PAGES 6-7

The right 20 people. Not everyone you know.

TIER 1
5–8 people
Existing sources not sending you everything they could. Depth, not breadth.

TIER 2
8–10 people
Complementary practices you know — who don't know what to send you.

TIER 3
4–6 people
New relationships, straight off the cross-practice planner on page 8.



HOW PRACTICE AREAS CONNECT

3

The referral sources most lawyers never map.

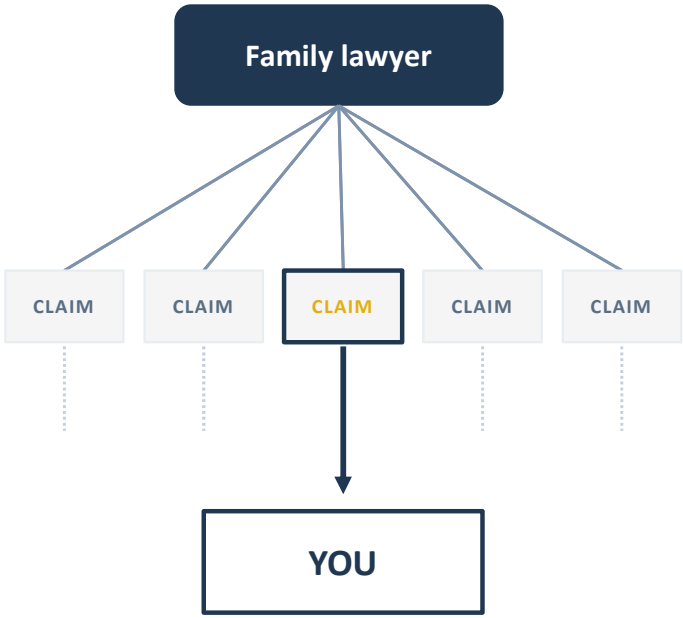
Referrals don't only come from lawyers like you.

The bigger opportunities are the ones you haven't mapped yet.



THE POINT

A family lawyer across the road may have five clients sitting on injury or malpractice claims, with no idea who to call.



One claim reaches you. The other four don't.

If you've built that relationship, they call you.
If you haven't, they don't.

CROSS-PRACTICE PLANNER · FULL LISTS IN TOOL 2, PAGE 8

These sources have work that never reaches you.

YOUR PRACTICE	REFERRAL SOURCES TO BUILD
Personal Injury	Physios, chiros and rehab · family lawyers · employment lawyers
Medical Malpractice	Physicians and specialists · PI lawyers · patient advocates
Employment & Disability	Family lawyers · PI lawyers · benefits advisers · HR and union reps
Sexual Abuse Litigation	Therapists and counsellors · victim services · family lawyers
Estate Litigation	Accountants and financial planners · elder law · family lawyers

YOUR TURN · 3 MINUTES · TOOLS 1 AND 2, PAGES 7-9

Name one source you haven't approached.

In Tool 1 on page 7, write down:

1. **One profession** that sees your client first.
2. One person **there you already know**.
3. One reason **they would refer to you.**



Keep it. Then page 9: pick one, name when.

STEP 2 · YOUR REFERRAL LINE · TOOL 3, PAGES 10-11

One sentence that tells a colleague what to send you.

> "I act for **[who]** in **[what kind of matters]**. If you have a client who **[trigger situation]**, I'm the call to make."

Credentials describe you. A trigger tells them when to call.

NOT a referral trigger

"I'm a litigation partner with 20 years of experience."

A referral trigger

"I act for people seriously hurt in motor vehicle and workplace accidents. If you have a client whose injury is changing their ability to work, send them my way."

YOUR TURN · 3 MINUTES · TOOL 3, PAGE 11

Write your referral line.

Use the format on page 10. On page 11, write:

1. Who you act for.
2. What kind of matters.
3. The situation that tells a colleague to call you.



Test it: could a colleague repeat it back to you tomorrow?

The silence is not what you think it is.

WHAT STOPS YOU

Two years. Reaching out now looks like I only want something.

They've moved on. They're sending their work elsewhere.

I don't have a reason to call.

WHAT THEY ACTUALLY THINK

Nothing. They aren't counting. You're the only one keeping score.

Most sources go quiet for the reason yours did: no system.

"Good to hear from you" is the usual reply.

Send the note. Ask for nothing. Outreach template 2, page 12, is written for this.

STEP 4 · STAYING IN TOUCH · TOOL 5, PAGE 14

The relationship exists. The system keeps it alive.

WHEN	WHAT TO DO	WHY IT WORKS
WEEKLY *5 min*	Like, comment on, or congratulate one source on LinkedIn	Keeps you in their feed. Nothing to write.
MONTHLY *15 min*	One personal note to a Tier 1 contact, in email or on LinkedIn.	Warmth without a transaction.
QUARTERLY *30–60 min*	Coffee, lunch, a call, or a conference conversation.	Surfaces what visibility never will.
ANNUALLY *once*	Review the list. Who moved? Who retired? Who to add? Who went quiet?	Keeps the system pointed where you're going.

YOUR TURN · 2 MINUTES · TOOLS 4 AND 5, PAGES 12-14

Pick one person to restart.

Turn to pages 12 to 14:

1. On page 6, choose source with the longest silence.
2. Read outreach template 2 on page 12.
3. On page 14, note the day your 5 minutes happen.



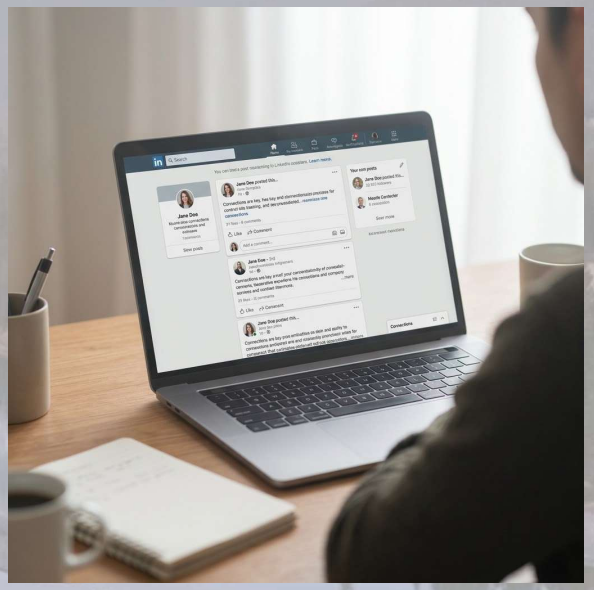
That note is the first action in your 30-day plan.

4

LINKEDIN FOR REFERRALS

Two Audiences. One profile.

Prospective clients look you up.
So do the lawyers who refer them.
Your profile has to do both jobs.



WHY LINKEDIN

Where your name gets looked up.

1.3B+

Members worldwide.

Referring lawyers and future clients look you up here. (LinkedIn, 2026)

29M

Members in Canada.

Search your top five referral sources tonight. (LinkedIn, 2026)

76%

Lawyers' top social platform for marketing.

Well ahead of Facebook at 53%. (ABA TechReport, 2024)

YOUR PROFILE

Three things it must do.

1

Say what you do, plainly

For referring lawyers AND prospective clients. What should I send this person?

2

Show you're credible

Credentials, KC, notable work in general terms, publications, speaking.

3

Stay visible in the feed

Active enough to be seen. No original content required.



YOUR TURN · 2 MINUTES · WORKBOOK PAGE 16

Score your profile.

Open your LinkedIn profile on your phone.
On page 16:

1. Answer the five yes-or-no questions.
2. Circle your first “no.”
3. That is the one change you make this week.



Before you post anything, check it against page 15.

5

WHY RELATIONSHIPS WIN

AI can surface options. It can't replicate trust.

The advantage that can't be automated, replicated, or bought by a larger firm.



AI IN THE REFERRAL CONTEXT

What it changes — and what it doesn't.

AI WILL

Surface options for clients doing early research

Drive down the price of routine legal work

Help big firms market more efficiently

AI WON'T

Replicate the trust behind a call on a sensitive file

Replace judgment built over years of practice

Protect an advertising-led firm the way a network protects you

BUILD YOUR ACTION PLAN

Preparing you for Working time.

*Build your personal referral action plan **NOW** using the workbook in your package.*

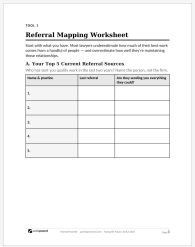


YOUR TURN · 4 MINUTES · TOOL 7, PAGE 17

Three pieces done. One to go.

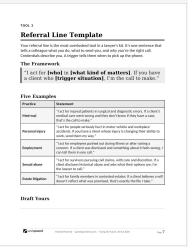
Referral Mapping

Done. Tier 1 names, page 6.


Referral Mapping Worksheet

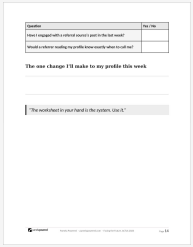
Your Referral Line

Done. Tool 3, page 11.


Referral Line Template

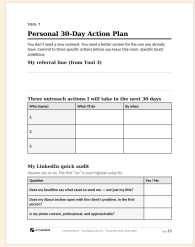
LinkedIn Quick Audit

Done. Fix your first “no” this week. Page 16.



30-Day Action Plan

At least one name. Three if you can. Page 17.


Personal 30-Day Action Plan

STAYING ON TRACK

Some people are self-motivated. Everyone else needs a partner.

ON YOUR OWN

- ✓ Diarize your check-ins for the year
- ✓ Ask your admin to flag key dates
- ✓ Loop in your spouse or a colleague

WITH HELP

- ✓ An objective, outside set of eyes
- ✓ Monthly accountability check-ins
- ✓ Coaching on the plan, if you want it

No pressure either way. The plan holds up with or without me.

PAMELA POWERED

Thank you.

Let's keep your referral network growing.

Let’s sync calendars



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Check out the LinkedIn for Lawyers webinar on the ACTLA website