

[CEAP Assignment: Level 1: Module 4: Chapter 4: p. 31]

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**Contract guru with an eye for detail, meticulously creates, reviews and negotiates agreements. “You request the contract and I will deliver a high quality product with intelligence and efficiency!”**

I have found that creating a brand for myself has been challenging and will be an ongoing project. Here are my thoughts on branding and the process I followed in order to create the above “trademark” that is *Lynn egal Assistant/Paralegal*.

I first brainstormed to find words that describe my assets:

Practical/sensible; Organized; Efficient; Trustworthy; Good researcher; Hard worker; Educated/intelligent/always learning; Produces high quality work; Detail-oriented; Self-motivated; Confident; Goal-oriented; Positive attitude; Approachable/easy to talk to

I have embraced social media and currently use LinkedIn, Twitter, Facebook, Pinterest, Yammer (at work), and I even have a travel blog under the username: TravellLynn. My Facebook motto is: “Life is a shipwreck, but we must not forget to sing in the life boats.” *Voltaire*

I identify myself as a mother, wife, daughter, sister, aunt, cousin and friend. My interests include travel, restaurants/food, cities, concerts, music, books.

I have a business card that lists me as a Legal Assistant for the Commercial Law Group of Corporation.

My main duties at work are creating and negotiating the terms of NonDisclosure Agreements (NDAs) and license agreements. Regarding these duties, I believe our clients and customers see me as: Efficient, organized, producing high quality work, friendly, helpful, and a good communicator.

I am an expert at.....Efficiency, organization and detailed, high quality work.

In Level 1: Module 2 (pages 16-19; 56-57), I discovered that my communication style is primarily “Green”. The characteristics of a Green Communicator are described as follows:

Precise, analytical, impersonal, likes consistency and logic, prefers clear procedures, rules and regulations, wants guidelines and structure, needs to know deadlines, likes objective, task-oriented work, not concerned about personal feelings of others, principled, cautious, prefers working alone, likes problem-solving, unemotional.

One should use Green for: interpreting large amounts of data, designing complex projects or experiments, setting priorities, impartial decision-making, detailed projects.

I do believe that many of the characteristics attributed to Green Communicators describe me. However, I am not impersonal or unemotional. Having said that, I am also not highly emotional/dramatic.

I try to be a good role model and mentor to my children. I do not have many opportunities at work to mentor or lead. However, my department hired an intern/consultant to help out with admin work on the west coast after our former west coast admin left the company. I was tasked with training her on some basic admin work: invoices, expense reports, booking travel. It was a fulfilling experience to pass my knowledge in these areas on to her.

I also take the lead on projects I'm involved in by following up with everyone re: their varying tasks, keeping track of deadlines, creating status reports/memos.

It is important to me to have a good reputation—a reputation that I am proud to possess. I want others to think well of me, but I am not controlled by the impressions others have of me.

My heart is in my paralegal work. But since I am currently working a hybrid position that straddles both paralegal and admin work, I am trying my best to embrace the admin work as well. Although many snub the admin profession as one of menial tasks and serving others, I have found that there is more to be found in this profession. There can, at times, be substantial work to do. As for the "menial" tasks, they are sometimes the most important parts of projects and are very time consuming. If they are not completed and done properly, the project will never succeed. Additionally, there is no job out there that does not require you to serve others. Everyone spends their day serving others in some capacity. Even a CEO must report to his/her shareholders. There is nothing to be ashamed about by serving others. In fact, it is perhaps the most noble thing we do as human beings.