

# The Earley Examiner

*A Letter from Massachusetts Personal Injury Attorney Chris Earley*

**September 2023**



Positive first impressions for new team members is really important and frequently overlooked. We recently hired many new team members, which got me thinking about adding to our existing onboarding system. We always have waiting at the person's desk a card signed by each team member, warmly welcoming the new team member. But I wanted to do more than that, so I created a short video for all new hires to watch before they do anything at our firm. After all, it is really important to make a big deal out of someone's first day on the job. This is an important moment in this person's life, and the average professional only has so many first days on a new job in one's lifetime, so let's make sure it's a great one. The video I created for new team members:

1. Enthusiastically welcomes the new team member. This new hire took a chance by joining our firm so I want to give them a really strong and favorable first impression of our company. Perhaps they left their current job. I want to show them they just made a really great decision.
2. Explains our vision statement, mission statement, and core values. While our job ads and interview questions go over and cover these things that make up our firm culture, I go over them briefly in the welcome video because they are so important to us and want to reemphasize them and what they are all about to new hires. This is really the most important portion of the video, because it is the most important part of our entire firm because it is our 'why.'
3. Gives information about me and my family. I feel this personalization helps to set the tone early in a strong and favorable way. Sure I am the boss, but I am a person and want them to know who I am.
4. Explains the firm's origin story. The team member should know exactly how the firm came to be. This is important so that the team member can share this with both potential clients as well as existing clients. Does your team know your firm's origin story?
5. Closes with another reminder of how excited we are to have the new team member. I double-down at the end of the video with an energetic reminder of how excited and hopeful we are that this new member will have a great experience with us filled with growth.

I want new hires to be dialed in as much as possible right from the jump, and to be reminded they have just joined a very special company that is on the rise. Send me an email to [cearley@earleylawgroup.com](mailto:cearley@earleylawgroup.com) if you want to see the video we created.

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### **Thank You for Your Personal Injury Referrals!**

Your trust in us to handle your wrongful death, car accident, slip and fall, and workers' compensation referrals is incredibly appreciated. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led to over 550 Google reviews.

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### **Sign-up for The Need-To-Know Practice Tip of the Week**

If you are not already receiving each week in your inbox my Need-To-Know Practice Tip, then you are missing out. Simply scan this QR code to start receiving this weekly email.



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### **Let's Connect**

Let's grab coffee or jump on a Zoom so we can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at [cearley@earleylawgroup.com](mailto:cearley@earleylawgroup.com) so we can talk and help one another!

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### **Check Out My Most Recent ABA Article Attached**

This month's topic is about how you can leverage the power of LinkedIn.

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### **Quote of the Month**

"It is better to fail in originality than to succeed in imitation."

- Herman Melville