



Kelley Kronenberg Takes Lawyer Recruiting Personally in New Documentary-Style Video Series

"Conversations that Matter" captures the human side of practicing law at the corporate law firm

FORT LAUDERDALE, Fla. – It is not too often you will hear attorneys publicly discuss their feelings on love or their dedication to their marriages and children, but that is the approach Kelley Kronenberg is taking to distinguish itself in a very competitive legal recruiting market.

The business law firm has split from traditional recruitment marketing strategies by producing a series of documentary-style videos called "Conversations That Matter," which features a core group of partners sharing their personal feelings on just about every topic, but the practice of law. The video series won first place at the "Your Honor Awards" presented by the Legal Marketing Association Southeast (LMASE) Region, one of the most extensive sections in the Legal Marketing Association community. The LMASE Your Honor Awards recognize outstanding initiatives and projects that set a new bar for legal marketing.

"We wanted to do something different to showcase our firm's culture and personality," said [Thomas Choberka](#), Kelley Kronenberg's Chief Marketing and Business Development Officer. "The goal was to capture the soul of our firm – our people – in a way that could connect with prospective attorneys on an emotional level."

The 19-installment, creatively styled video series features each attorney dressed in black, sitting comfortably in a modern white chair and framed by a dark background. Under soft lights, they talk intimately and unscripted on personal subjects of vital importance to them, sharing life experiences and core values that have helped shape them as people first and as lawyers second. The series stars several firm attorneys sharing their motivations, triumphs, goals, and fears and delves into topics such as work-life-balance, the legacy of love, teamwork, mentoring and leadership.

"Any law firm can tout their reputation, expertise, size, or services, but we lead with our people—our people make the difference here," said [Michael Fichtel](#), CEO and Principal Partner of Kelley Kronenberg. "Through the open and thoughtful discussions in the Conversations that Matter campaign, we focus on what is most important to the people who are most important to us."

"We all have a story," said Choberka. "Each video is just a snapshot that reminds us we all have a human side that others can relate to and understand. As our Kelley Kronenberg family continues to grow, we want legal professionals at all levels, from attorney to partner, and prospective clients to get a sense of who we are as a firm. We want them to be proud to join the firm and be on our team."

Kelley Kronenberg is hosting the Conversations That Matter series on the career page of the firm's website www.kelleykronenberg.com/careers.