



HOW LAW FIRMS

can utilize Mansfield certification to drive diversity and inclusion initiatives

Hi Shelby,

Law firms continue to focus on diversity, equity and inclusion efforts, and clients are taking notice.

One prominent initiative attracting the participation of more and more firms is the [Mansfield Rule Certification](#), created by Diversity Lab. This certification “aims to promote diversity and inclusion by ensuring equal opportunities for underrepresented groups in leadership positions within law firms and legal departments.”

Yes, it's the right thing to do. But why should law firms focus on these external recognitions of in-house efforts? And what is the path to certification?

Check out Ashton's latest blog post to learn more about the Mansfield Rule Certification program, and what firms gain by being certified.

Michelle

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In the swirl of tasks, calls and to-do's that surrounds in-house legal marketers, *Chambers* can be a swear word as it invokes images of lengthy submissions and reference vetting. Is it worth it? We think so, and for good reason. Check out Kevin and Shelby's latest to learn why we encourage our legal clients to participate in *Chambers and Partners* annual submissions.



[8 reasons law firms should work with a specialist legal marketing & PR agency](#)

When we tell you the importance of working with a specialist legal marketing and PR agency, we can hear you pulling out your salt shakers to add a grain. Of course we think that! It's our job. But we have the rationale to support our claim. If you're looking for specialized support for your legal marketing efforts, check out Ashton's latest blog post.

Spill the Ink Podcast



[Shifting mindsets: Scaling your law firm business as a female owner](#)

Intricate gender dynamics exist in a lot of industries, but they're especially prevalent in male-dominated fields like the legal profession. How can female law firm owners approach their growth strategy to navigate these challenges and achieve success? In this episode of "Spill the Ink," Wealthy Woman Lawyer CEO Davina Frederick shares how she coaches her clients to do exactly that.



Our Rep Ink team is looking to grow! If you know someone who matches the below qualities for a Rep Ink Account Coordinator, give them our info.

Our ideal candidate:

- Relishes the idea of working from a home office while doing strategic, high-impact marketing and public relations work for some of the nation's leading law firms, architecture, engineering and construction (AEC) firms and B2B companies
- Is a news junkie who loves the art of storytelling
- Works well with a tight-knit group of colleagues who strictly adhere to a no-asshole rule

Learn more [here](#).

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