

Champions Guide

How to advocate for Coffee & Law
and boost engagement at your firm

Your Role as a Champion

Why you matter to program success

Champions are the secret ingredient in successful Coffee & Law implementations. While HR and leadership provide top-down support, champions create grassroots momentum that makes the program feel organic rather than imposed.

. What Makes a Great Champion

- Genuine enthusiasm: You believe in the value of connection (you don't have to fake it)
- Visibility: People know who you are and respect your opinion
- Persistence: You follow up, nudge, and don't let the program fade
- Storytelling: You share your own coffee chat experiences authentically
- Feedback loop: You surface concerns and suggestions to the program team

. Time Commitment

Being a champion requires about 1-2 hours per month:

- Participate in your own coffee chats (15 min every 2 weeks)
- Share occasional updates or testimonials (10 min/month)
- Respond to colleagues' questions about the program (as needed)
- Attend quarterly champion check-ins (30 min)

Advocacy Tactics

Practical ways to boost participation

1. Lead by Example

- Be an active participant—complete your coffee chats consistently
- Share your experiences in team meetings ("I had a great chat with someone in Tax...")
- When asked "how did you meet X?" give credit to Coffee & Law

2. Personal Outreach

- Reach out to non-participants individually ("Have you tried the coffee roulette?")
- Pair skeptics with enthusiastic participants for their first match
- Follow up after someone's first chat ("How did it go?")

3. Create Social Proof

- Collect and share success stories (with permission)
- Celebrate milestones ("Our office hit 90% participation!")
- Recognize active participants publicly

4. Address Objections Gracefully

Ø=Ü; "I'm too busy"

Response: "It's just 15 minutes every few weeks. I block it on my calendar like any other meeting. It's actually a nice break."

Ø=Ü; "I already know everyone I need to know"

Response: "I thought the same thing, but my last match introduced me to [interesting example]. You never know where connections lead."

Troubleshooting Common Situations

. Scenario: Partner refuses to participate

Partners have the most influence and often the most resistance. Approach them differently:

- Frame it as talent investment: "Associates really value time with partners"
- Offer partner-to-partner matching if cross-seniority feels uncomfortable
- Get another partner they respect to share their positive experience
- Accept that some partners won't participate—focus on those who will

. Scenario: Participation drops after initial excitement

- This is normal! Sustainability requires ongoing attention
- Introduce variety: themed months, new matching options, friendly competitions
- Re-energize with fresh testimonials and success stories
- Check if there's a systemic issue (bad matches, scheduling problems)

. Scenario: Negative feedback about match quality

- Listen without being defensive—perception is reality
- Collect specific examples to share with the program team
- Remind that not every chat will be transformative—some are just pleasant
- Consider if profile data needs enrichment for better matching

