

## Leadership With Susan Scarlett

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In our previous studies of local leadership and influence, we have learned leadership requires roots and communication skills.

Now, in my interview with Susan Scarlett from Gongos Inc., future lawyers can learn that the future of being a great leader and attorney is that of “better design intelligence.” Gongos Inc. is marketing firm in Auburn Hills that has expanded with the future and developed with the times. Susan is the Vice President of Strategic Branding, and she has helped the company lead the way in research, technology and innovation. She keeps an eye on the future and is able to digest it, analyze it and gain insights from it.

There is no doubt, the economy has changed; our futures as attorneys, our marketing, job prospects, what clients are searching for, etc. as evolved with technology, social policy and the law - the slowest of which being the law. So, how do we use “better design intelligence” in our lives and future legal practices?

Gongos focuses on three things: the industry or market, their internal business, and personal relationships. With this focus, they are able to be the pioneers of decision-making, cultivate vibrant relationships, and grow their business.

In order for us to succeed, we must gain insight into our industry - study it, gather intel, do your research. There is simply no other way to master the industry of law and our more specific areas of practice without sheer knowledge. Knowledge creates a foundation for leadership, and we do not gain this knowledge without conducting our due diligence.

From there, we are able to understand where best to focus our energies, where we can fit in, how to best integrate our passions with the real world, and how to become experts in our areas of law. We can use our time most efficiently and be on the fore-front of legal trends. Scarlett suggests it is then we can do more than just be a lawyer. We do not need to pigeonhole ourselves and our expertise, but we can become multi-disciplinarians of the law and of life.

Lastly, cultivating personal relationships leads to a better “work life integration” as Susan calls it. With love and passion, we can do anything. And, with poise and patience with those around us, we are able to find empathy and encouragement.

Leadership requires a deeper insight into who we are as lawyers and who we want to become as human beings. Knowing our industry and areas of practice will allow us to become

experts in the field. We can lead it, expand it, grow it. Work hard by working efficiently with better intelligence, creating a very promising future.