

THE BUTTON LAW FIRM

HOT-BUTTON ISSUES

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THE BLF TEAM TAKES OVER TO SURPRISE RUSSELL

Thank You to Our Fearless Leader

How do you show a leader that they've been kicking butt and been all-around awesome at handling a tough situation? It's not an easy question, especially when that leader is someone as selfless and caring as Russell Button. When the pandemic hit, he didn't hesitate to do everything in his power to make sure his team was safe and able to continue working. BLF went remote, and we stayed connected to each other and clients through Zoom meetings and phone calls (mostly Zoom meetings, which, as it turns out, are Russell's new favorite form of virtual communication). Despite how stressed out he must be managing a business during a pandemic, he never lets his team feel it. We've all been fortunate enough to get to work and stay connected through all of this, and it's thanks to Russell.

We knew it was time to do something for our leader to show how much we appreciate all he's done for us.

It was our legal assistant, Desiree, who initially sparked the idea. Seeing friends and family members being laid off and filing for unemployment made Desiree feel extra grateful to have a boss who was looking out for his team. "During these times, you really know who you work for," Desiree says. "It makes you realize how good you have it. Russell is always so positive; he's literally never in a bad mood."

Desiree reached out to the team, and everyone was on board immediately. Desiree and Ashley started to think about the perfect way to say thank you. "We talked about what Russell needs and wants because he's made our lives a whole lot easier by accommodating us and having the right systems in place so we can work from home," Ashley says. "It occurred to me that he should really invest in some AirPods because he's on videoconferences all day."

Everyone pitched in to put together an appreciation package for Russell, complete with the AirPods, Simon Sinek's newest book, "The Infinite Game," and because we couldn't leave her out, toys for Chuie. We also wrote a letter to Russell with messages from each person on the team. After everything was put together, we left the gifts in the office for Russell and surprised him virtually during our Friday case review.



How did it go over? "I was blown away," Russell says. "I had no idea. It broke me down. It meant so much for them to think about me. It was a really amazing gift from them. I will never forget it — I've been bragging to everyone about what they did for me."

"Here's the kicker: they know how much I love storytelling time, so everyone got together and wrote their own appreciation card for me. Apparently they didn't even have to pull teeth to do it," Russell says. "I've been reading the letters every morning before I start my day."

We're happy to report that the AirPods have also been a big hit. "I've been using them all the time," Russell says. "It was the perfect gift. They know I'll never buy anything for myself; they know I'm very resistant to having anything other than the basics."

Of course, in true Russell style, he couldn't be the only person at BLF to know how amazing AirPods are. So, he gifted each person on the team a pair, surprising each of us and making our day (actually, our

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A PROUD MEMBER OF THE ACCOUNTABILITY CLUB

HELPING ONE ANOTHER SUCCEED

How do you stick to your goals? It's not easy to do, especially when you keep your goals to yourself. I've found that if I can tell someone else about what I want to do, I am so much more likely to stick with it and achieve my goals. Welcome to the Accountability Club.

It began with my friend and colleague Scott Snellings. Scott and I started having quarterly meetings, sometimes lasting all day, where we'd check in on where we were on our quarterly goals. We talk about everything from where we are in our workouts to the books we want to read and even trial lawyer matters. During the meeting, we come up with one thing we want to accomplish over the next quarter. It keeps us consistent on our path to bettering ourselves.

This has spilled over into keeping ourselves accountable as a firm and business. Rosie, Ashley, and I do weekly leadership meetings, and we all get to bring up things the other people may not have known or thought about. It allows us to keep pushing the ball forward



from a firm standpoint. Each week, we can circle back to the agenda and stick to it. These meetings keep us working toward our overall goals.

Because education is a BLF value, we've also created an internal book club. From the moment I brought up the idea, everyone was 120% in, and it's been awesome to see how we're all so interested in what our coworkers have learned. Every quarter, we each read a different book. Then we meet to go over what we each learned from our book and how it's

helped us. It's been a really fun experience, and it keeps us all improving.

Creating accountability to ourselves and our team not only makes us better individually, but it also makes us stronger as a team and able to provide the best to our clients. If you don't have an accountability partner yet, I encourage you to reach out to a friend or colleague to help you on this journey. You'll be amazed at how much accountability contributes to success.

BLF BOOK REVIEW: MASTER THE ART OF 'PERSUASION'

For anyone who wants to up their communication game, you need to check out "Persuasion: Convincing Others When Facts Don't Seem to Matter." Written by Lee Hartley Carter, wordsmith president of a language strategy firm, the book shows you how to approach any situation with the tools to fuel collaboration so you can go after goals together.

"Persuasion" was recommended to our attorney Ashley by another attorney out of Florida. After he raved about it, Ashley downloaded it on Audible and discovered what he had been so excited about. "It's something that almost anyone could benefit from," Ashley says. "It's not just written for lawyers. I loved it."

Carter's tactics help you find out what your audience needs you to do so you can work together to accomplish your goal. "It's even helped me in communicating with my husband," Ashley says. After reading the book, she realized if she wanted his help cleaning out the garage, for example, she had to think about why it would be beneficial for him. "We're

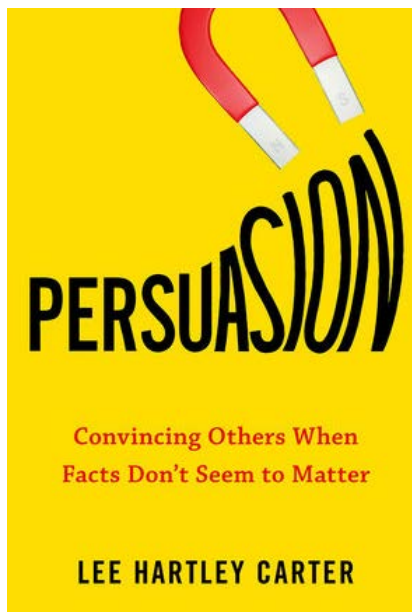
humans; we're interested in our own gains. We have to think about things from the other person's point of view: How can I frame my proposal in a way that he wants to hear it? It's not going to be the same as for me — I have

different reasons for wanting something done than he does," Ashley explains. For example, she may just want a cleaner garage, but for her husband, a cleaner garage would enable him to get the deep freezer he really wants.

"Persuasion" gives the reader easy takeaways and strategies you'll be able to start implementing in your daily life. "It comes with a really clear, step-by-step plan," Ashley says. "That's the easy part. You also have to make sure you're taking the time to think the strategies through. Depending on how complex the situation you're dealing with is, you may need to take more time putting together your argument."

Now, Russell has read the book, and we've even taken some of Carter's strategies and used them in our approaches in the office. "You learn to put everything into a formula that helps you uniquely look at your audience's point of view," Ashley says.

You can check out "Persuasion" on Audible or Amazon and at your local bookstore.



SUCCESS STORY: HOW WE HELPED A FAMILY MAN INJURED BY A DISTRACTED DRIVER

When friends of our BLF family are hit by a commercial vehicle, we are here to help. When we are able to get involved in a case early on, it allows our team to do what we do best, which is doing what we can to help you forward.

Below is the success story of one of our favorite clients, Mario Miranda, and how we were able to answer his questions, resolve the case successfully, and make his life as easy as possible throughout the entire process.

WHAT HAPPENED In November 2018, around 10:30 p.m., a garbage truck was leaving a gas station parking lot. As it began merging onto the street, it continued across all three lanes of traffic. The driver of the garbage truck was distracted and slammed into the side of a pickup truck in the far-left lane. The crash totaled the pickup truck and whipped the driver into the side of the truck and back over the middle.

Our client was on his way home from diesel mechanic school. He was only 38 at the time of the wreck. Unfortunately, as a result of the crash, his back was permanently altered. It caused him to have a severe disc herniation that required extension therapy and injections over the course of a year. He was also recommended to get surgery by two board-certified spine surgeons.

HOW WE HELPED Mario was referred to us by some lawyer friends of ours who saw Russell Button speak at a local seminar. From the initial call, our team was able to listen to Mario's questions, concerns, and fears about the process and his uncertainty about returning to the way his life used to be.

In the beginning, Mario needed to get the best medical care, but he had never been injured before in his life. We worked with him to research and find the best doctors near where he lived and worked.

While Mario was able to focus on getting better physically and emotionally, we were doing more to keep him moving forward. We took over the communications with the insurance company.

Once Mario's treatment was nearing a plateau, our team began putting together one of our cutting-edge demands. We worked with all his health care providers to get estimates of his future medical needs as well as psychological damages.

From there, we worked with the insurance company adjuster to obtain a settlement that was fair and right for this case.

CHANGING MARIO'S LIFE As a result of the settlement for Mario, we were able to pay off all his medical bills and set him up for the next phase of his life. The settlement money will never replace or make up for the quality time he lost while working his way back to his new normal physically and mentally, but it will help restart his life.

Mario was an amazing client. We loved working with him. We worked hard to keep his case and his life moving forward from day one. With our entire team working on this case, we were able to resolve it quickly and efficiently.

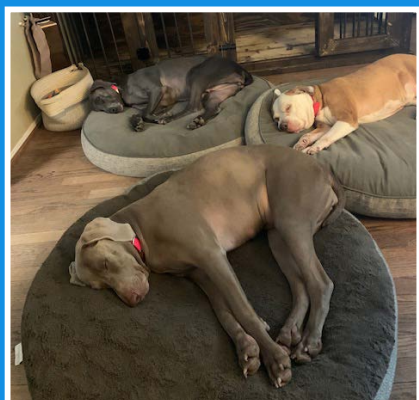
AN IMPORTANT CASE FOR ALL DRIVERS All commercial drivers in Texas must drive safely. If they do not, they need to know that they will be held accountable, just as any of us would be if we didn't follow the traffic safety rules.

What was unacceptable in this case was that a professional driver was distracted on the roads. These vehicles are too big and can cause too much devastation to be inattentive while driving.

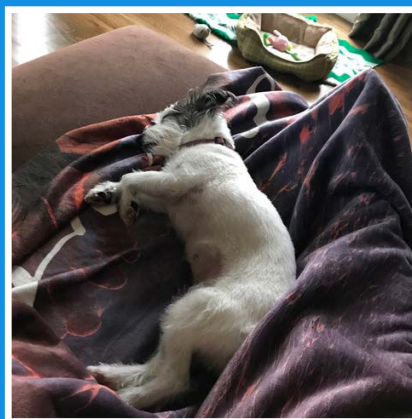
This case served as a reminder to the commercial transportation industry to drive safely.

BUTTON LAW HIGHLIGHT REEL

A Dog's Life



Ashley's dogs enjoying their best life (worn out)



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week). "It hasn't been easy for them. They've all been working really hard and bending over backward to help each other out," Russell says. "Now that I recognize how great AirPods are, it's my way to show my appreciation for them."

Now that we're all wireless, we've been able to do an even better job of communicating with each other and with our clients. Most importantly, it's been amazing to see how we've come together as a team during this time and shown up for one another every day, even when it's on a video call. We feel really lucky to be part of this incredible team with Russell at the lead.

-The BLF Team

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THE NEW HOLIDAY AFTER COVID-19

Celebrating Loved Ones in Meaningful Ways

If there's anything we have all learned through the last few months, it's how important relationships are. When the world slowed down, we had more opportunities to enjoy time with our loved ones with fewer distractions. I found that to be the case for my family. Chuie and I had family dinners with my parents, and we found ourselves on many evenings sitting on the patio talking and telling stories. We went on long walks in our neighborhood, trying to stay outside and enjoy the sun.

When it came to Mother's Day and Father's Day, I noticed how the new pace of the world gave me time to reflect on the amazing people my parents are. I'm typically the type of person who procrastinates when it comes to writing cards for celebrations, but this year, I found myself sitting down to write my mom's Mother's Day card in advance, thinking about everything she means to me. Normally I would go out and buy my mom flowers for Mother's Day, usually orchids. This year, though, not wanting to bring in anything from outside, I wrote her a card, and my dad and I made her breakfast so it was ready when she got up. We went for a walk together and did everything for my mom that day instead of her doing those things for us, including letting her choose the movie she wanted to watch. I played the piano for her for the first time in a long time. My mom's the reason I got into music, so it was a nice way to pay tribute to that.



For Father's Day, we all got to celebrate my sister graduating from residency and moving to Lubbock with her husband. It also happened to be her birthday weekend. Our family was all together and just enjoyed spending time together. When it comes down to it, that's what a celebration is about — connecting with the people you love and letting them know how much they mean to you.