

THE PLAIN DEALER

The secret to my success **Gayle R. Absi, President, ABSI Legal** **Technology, Ltd.**

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In addition to leading the Cleveland-based consulting firm that advises attorneys on how to use technology in the practice of law, Gayle Absi is the founder and current president of the Northern Ohio Chapter of the Association of Litigation Support Professionals. Prior to starting ABSI Legal Technology in 1999, she worked for 17 years in the law department of British Petroleum and has extensive experience in producing electronic records that are used in litigation and database design.

"Legal technology is experiencing rapid growth and change. The amount of information that's put out is overwhelming," said Absi. "Keeping current with the latest technologies, and what does and doesn't work, requires being a solid leader in this profession.

Absi said that each part of her work history lends in some way to her current success. Maintaining flexibility, continually seeking opportunities to learn, and nurturing professional relationships is the key to success.

"I'm a self-starter and motivated to provide customer service," she said. "It's also important to love what you do. Successful people like their job."

Always give your best possible work product, Absi added. Treat your customers how you'd expect to be treated, or better, and approach each project with integrity and professionalism.