

SpeechPower

Boost the Effectiveness of Your Client Presentations, Seminars and CLEs

Client surveys continue to report that law firm presentations and seminars are potent vehicles for enhancing client relations and for marketing. This program enables lawyers to leverage the time and resources they invest in public speaking, by teaching them how to give presentations that build relationships with clients, potential clients and referral sources in their audiences, while making their legal substance more valuable to their listeners.

The intensive, skill-building format maximizes the attorneys' opportunity to learn new strategies, practice techniques, polish their skills and fine-tune their presentations, without making excessive demands on their time.

Executive summary

Goals:

- For attorneys to get the results they want from their presentations, and to stand out above their competition in public speaking venues.

Who will benefit from this program:

- Lawyers who present at seminars, CLEs, conferences, to industry groups and associations.
- Lawyers who present status reports, options and other information, and facilitate decision-making in client meetings, for boards of directors, etc.
- Lawyers who present to regulatory agencies, community groups, project stakeholders, etc.
- Lawyers who present in-house training for clients.
- Litigators who wish to hone their presentation skills.
- Lawyers who include public speaking as one of their practice development tools.

Format:

- Intensive, skill-building training, in which participants make presentations, are videotaped and receive professional coaching. (Includes an interactive seminar that can be attended as a stand-alone program by those who may not have the need or time for the full program.) Please see program outline on following pages.

Number of participants:

- Session 1 (interactive seminar) up to 30. Sessions 2 & 3 (intensive, skill-building training) up to 6 per section. Multiple sections may be scheduled.

CLE credit:

- This program has been approved for CLE credit in numerous states. Usually 1.5 hours of credit are given to lawyers attending Session 1 only, and at least 6.5 hours to those participating in the full program.

Deliverables:

- Please see details on page 3.

SpeechPower

Program Outline

Session 1

Strategic Planning for the Client Connection

In this interactive seminar, lawyers learn how to streamline their preparation, eliminate wasted time and effort, create client-centered presentations to get the results they want. (1.5 hours, usually over lunch. Up to 30 participants.)

They'll learn:

- Which attorney characteristics influence clients' selection of outside counsel and how to design your presentation to convey these qualities.
- A practical, time-saving preparation system that works for any subject, audience and situation.
- The three most important questions you should ask before you start preparing any presentation.
- How to create a truly listener-centered presentation, and why it's essential to do so.
- How to effectively address your listeners' concerns and "hot buttons."
- How to solve the problem of "too much information and too little time."

Session 2

Accomplish Your Presentations Objectives

Participants give presentations, using actual speaking topics from their practice. They are videotaped, and receive professional guidance, coaching and critique from the instructor. Peer response and critique is also included. (2.5 hours. 6 participants.)

They'll learn how to:

- Get the presentation off to a powerful start.
- Capture and hold listeners' attention.
- Build rapport with listeners, and position themselves as advisors and creative problem-solvers, not talking-head lecturers.
- Motivate people to want to hear what they have to say, even if the topic is dry or technical.

Individual Coaching

Participants meet one-on-one with instructor for videotape review and personalized, in-depth consultation. Using this instructional format, presenters typically make significant improvements quickly. (45 minutes per attorney, scheduled at mutual convenience.)

Continued next page

SpeechPower

Outline continued

Session 3 Essential Platform Skills

In their final presentations, participants learn techniques for a smooth, professional delivery and receive coaching to polish their skills. Using videotape to see and hear themselves “before and after,” they’ll assimilate new techniques and integrate them into their own presentation style. (2.25 hours, same 6 participants.)

They’ll learn how to:

- Look relaxed and comfortable in front of any audience.
- Project authority and confidence through body language and gestures.
- Reduce dependency on notes, and use notes without disrupting eye contact and rapport.
- Use PowerPoint as a potent educational and persuasive tool, not a crutch.
- Curtail negative or distracting mannerisms.
- Build on the strengths of their natural communication style.

One Year Follow-Up

To enhance the long-term effectiveness of this training, a one-year follow-up is included for participants who complete the full program. Participants may send **SpeechPower** a videotape, CD or DVD of their presentation for professional evaluation and critique any one time within one year of completing the program. Response will be by telephone or e-mail.

Deliverables Include

- Needs assessment, conducted via email survey.
 - Custom tailoring of program to match the firm’s and the participants’ expressed needs and learning goals.
 - All handout materials, including participants’ 35-page reference manual (provided in pdf format).
 - Instruction, including multiple videotaping of each participant in full skill-building program.
 - One-on-one coaching session for each participant in full program.
 - One-year follow-up, as described above.
-