

SpeechPower

Lunch-Hour Seminar Series

Boost the Effectiveness of Your Presentations, Seminars and CLEs

Who will benefit from these programs:

- Lawyers who present at seminars, CLEs, conferences, to industry groups and associations.
- Litigators honing their oral argument skills.
- Lawyers who present at client meetings, to boards of directors, etc.
- Lawyers who present to regulatory agencies, community groups, project stakeholders, etc.
- Lawyers who do training for clients or within the firm.
- Lawyers who include public speaking as one of their practice development tools.
- Word processing and IT people who assist lawyers in preparing PowerPoint slides.
- Administrators who assist with firm seminars and similar events.

Session 1: Presentation Strategies to Make the Client Connection

Client surveys continue to report that law firm-sponsored presentations and conferences are powerful vehicles for marketing and for enhancing client relations. Unfortunately, many lawyers fail to make the client connection in their presentations. They may devote many hours to preparation, yet not get good results from their time and effort.

In this workshop, attorneys learn how to plan presentations that build better relationships with clients, potential clients and referral sources, without in any way diminishing the value of the substance they convey. They'll learn how to save preparation time, choose the right content for each different audience, boost rapport, and be truly client-centered.

Topics include:

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

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Session 2: How to Engage Your Audience as a Trusted Advisor

The number-one audience critique of law firm seminars and presentations is that the presenter failed to make the legal substance sufficiently relevant to the needs, interests and concerns of the audience. In this session, lawyers learn techniques to engage their listeners beginning with their first sentence and keep them engaged. They also learn how to craft their presentations so audiences see the lawyer in his or her professional role as a creative, problem-solving advisor, not merely a lecturer.

Topics include:

- How to capture your listeners' attention within the first minute of your presentation and how to re-capture attention if it wanders.
- How to prevent your presentation from becoming a "data dump."
- How to make even dry, technical material interesting to your audience.
- How to end your presentations with a bang instead a whimper.
- How to boost audience interaction, even when addressing large groups.

Session 3: Power-User PowerPoint for Lawyers

Attorneys preparing public talks, seminars and client presentations generally assume (often rightly) that their listeners expect PowerPoint, yet they agree that many PowerPoint presentations are so boring that audiences have been known to burst into spontaneous applause when the projector fails. In this session, lawyers learn an innovative, listener-centered approach to PowerPoint. They'll convert PowerPoint from a tedious list of bullets into an impressive tool that boosts their authority, teaches and persuades more effectively, and makes them stand out from their competitors. (*Please note: This is not a software tutorial.*)

Topics include:

- The worst PowerPoint mistakes that almost all presenters make, and how to avoid them.
- How to come across as an authoritative educator, not a "bullet point dandy."
- How to use PowerPoint to create superior takeaway materials for your audience.
- How to save time and aggravation by knowing what visuals you really need, and how to communicate with your firm's IT people to create the right slides for you.
- How to rescue a boring PowerPoint presentation, even at the last minute.
- Special interactive and modular presentation strategies for advanced users.

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Session 4: Professional Platform Skills for Law Firm Presentations

For their presentations to have credibility and impact, speakers must project relaxed confidence and enthusiasm to their audiences. In this session, lawyers learn *and* practice proven presentation techniques for a smooth, professional delivery. Emphasis is on how to convey authority and energy, and how to look, sound and feel at ease in front of any audience (even if they feel nervous!).

Topics include:

- How to look relaxed and comfortable in front of any audience.
- How to project authority and confidence through body language and gestures.
- How to use eye contact to enhance credibility.
- How to reduce dependency on notes, and use them without disrupting eye contact and rapport.
- How to curtail negative or distracting mannerisms.
- How to build on the strengths of your natural communication style.

Program formats and number of participants:

- Interactive seminars. 1.5 hours, usually scheduled over lunch. Suitable for up to 30 participants.
- Each session is a complete, stand-alone program. For a more comprehensive program, all four sessions can be scheduled.

CLE credit:

- These programs have been approved for CLE credit in several states. Usually 1.5 hours of credit are given for each session.

Deliverables:

- Programs are custom-tailored to your firm, its practice areas and the lawyers who attend. Participants' reference manual (provided in pdf format) is included.