Get Out of Your Chair and Revolutionize Your Training Program!

presented by:  

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You have been asked to contribute to the professional development of your fellow lawyers, by delivering continuing legal education. You have been chosen to do this because of your specific legal expertise. This is an opportunity to make a real difference to the standard of legal practice for your firm and all those you teach!
The overall objective of your presentation is to provide high quality information, engagingly presented, that will stimulate a higher level of professional legal practice.

This training presentation will help you to develop an outline and checklist as a legal education presenter and instructor.
Presentation Expectations

* High Quality Content with Logical Structure
  * Pacing so that your audience can comprehend the concepts

* Engagingly Presented Information
  * Delivery that is dynamic and memorable

* Stimulation of ideas for a higher level of professional practice
  * Materials that reinforce and expand the understanding of your audience
Four Basic Principles:

- What topic is the focus of your presentation?
- How are you going to meet the specific needs of your audience?
- Is there a specific event or series of events that precipitated the concern about this issue?
- How do these events affect practice? Are there changes such as new legislation, regulations or case law?
Define Your Role as a Teacher

“Actually, I’m a litigator.”
Putting Ideas Together

- Develop the Introduction
  - An “attention getting” joke or cartoon with caption

- Identify and Organize the Main Points
  - A Topic Statement followed by a Purpose Statement

- Research Support Material
  - Background information along with updated resource materials on paper and/or visual aids

- Develop the Conclusion
  - Summarize, restate, and deal with questions effectively
Death by PowerPoint

You have been accused of cruel and abusive behavior. Is it true you made your staff sit through a PowerPoint presentation?
The One-on-One Approach

* Three Different Scenarios
  * Users Come to You
  * Users Meet You in a Neutral Place
  * You go to Users
Reasons Why You Should Get Out of Your Office

* Build and Cultivate Relationships with Your Users
* Remind Clients of the Services You Provide
How to Get Started

- Map Out a Plan With Your Team
- Send Out an Email to Those You Intend to Visit
- Prepare Some Materials to Bring With You
  - Desk Drop Marketing
  - A List Outlining What Your Talking Points
Tips for Successful Desk Drop Marketing

* Simple, Clean and Concise Materials
* Include a Colored Cover Sheet With:
  * Your **Contact Information/Branding**
  * Information About Accessing and Logging Onto the Database
  * Information About What To Do If They Have Issues
* If Users are Out of Their Offices You Can Leave This on Their Keyboard or Chair
Training When Users Are In Their Offices

* Getting in the Door
* Outline the Most Practical and Important Information
* Ensure the Training Session is Only a Few Minutes Long
* Demonstrate that You Value the User’s Time
  * Highlight specific aspects of a database to a Partner for their specific practice group
  * Make training for an Associate more broad to accommodate different research requests
My presentation lacks Power and it has no Point. I assumed the software would take care of that.
Once You Are in the Door

- Remind Users of Other Services the Library Can Offer
- Plug Your Staff and Services
- Go With the Flow of the Conversation
- Follow Up with the Users You Spoke With
Engaging Your Clients With Tangible Encouragements

- Users Will Appreciate a Small Chocolate or Candy Bar
- Label the Wrapper with Your Contact Information or a Research Tip
Be Credible and Create Rapport

- Respect the needs of your audience
- Use humor
- Communicate with your posture, movement, gestures, and facial expressions
- Be honest about learning
- Use gender neutral and other sensitive language
- Create memory aids
- End on time
Presentation Style

- Speak extemporaneously
  - Strong introductions will gain the attention of the audience
  - Let your enthusiasm for your topic energize your delivery
  - High quality stories, experiences and illustrations will increase your personal credibility
- Transition
  - Lead your audience through your presentation
- Language
  - Specific, concrete, precise and vivid
Staging

- Be Credible
- Create Rapport
- Manage the Equipment
- Maintain a Comfortable Learning Environment
- Keep the Learning Content Organized
- Practice Your Delivery
Eye Contact

Is there anything more basic for persuasion? When was the last time you trusted somebody who wouldn’t look you in the eye? Look at your listeners at all times when you speak. You’ll look more honest and likeable.
5 Ways to Captivate An Audience

* Have Fun

  * Sounds pretty basic, doesn’t it? But have you ever noticed how many speakers act like what they’re doing is painful? A speaker with verve and energy tells audiences there’s something worth listening to. Look at how much the speaker is enjoying talking about it!
5 Ways to Captivate An Audience

* **Smile**
  * Smiling is helpful in building trust with audiences. Where a smile is appropriate, at least assume a pleasant expression and “raise your cheekbones.” What does that mean? Look at two famous paintings: American Gothic (The one with that serious farm couple with the pitchfork)...and Mona Lisa. Which would you rather spend time with?
Energize Your Voice

Too-soft speakers make listeners work too hard. When you speak, generate enough vocal power and energy to reach every listener in the room, especially people in the back and those who are hard of hearing. The larger the speaking venue, the more you must project your voice.
Be Aware of Your Nonverbal Message

What your body tells the audience is no less critical to your success than what your voice and words are saying.
Keep the Learning Content Organized and Practice Your Delivery

- Allow the audience to connect with past experiences
- Use Questions
- Focus on Principles and Concepts
- Demonstrate how to apply the presentation concepts to practical and real problems in the legal practice
- Practice, Practice, Practice your delivery
- Use the audience and manage your physical responses
- Consider the tone of your voice, the volume, and
- ARTICULATE!
Dynamic Delivery Checklist

* **CONTENT**
  - Is the specific goal clear?
  - Is the introduction effective?
  - Are the main points clear?
  - Is the connecting of ideas effective?
  - Is the conclusion effective?
  - Is the language clear and vivid?
**Dynamic Delivery Checklist**

- **DELIVERY**
  - Does the delivery have enthusiasm and energy?
  - Are gestures appropriate and helpful?
  - Is your articulation clear?
  - Is the volume appropriate?
  - Is your eye contact well used?
  - Is the use of notes unobtrusive?
  - Are visual aids effective in reinforcing content?
Summary

Audiences find monologues boring. They’re no longer willing to sit for an hour while a single speaker drones on. The key to getting and holding their attention is having new things continually happen. You can keep your presentation lively by doing two things:

1. **Bring in other presenters.** Invite other experts to join you. Look for ways team members can play to their strengths. For example, if your colleague is quick on his feet, have him lead the Q & A.

2. **Mix up your visuals.** Alternate between slides and other media. Use video to inject humor, boost credibility through testimonials, or clarify concepts with animated graphics.
Manage the Equipment and Maintain a Comfortable Learning Environment

* Use Visual Aids to clarify, illuminate and summarize key ideas
* Check the set up to be sure it is effective
* Ensure all members of the audience can see the visual
* Check the lighting levels
* Be sure your movement is not constrained by the equipment
* Check the needs of the audience
* Maintain clean flat writing tables and comfortable seating
A Conclusion has two major goals:

- To wrap up the presentation so that it reminds the audience of what you have said; and
- Provides emphasis in such a way that the audience will remember your words or consider your appeal.

Select the type of conclusion for your presentation on the basis of your purpose and what will likely appeal to the audience. A summary of the main points is the fastest way to conclude. Since people remember the last thing they hear the longest, make your conclusion memorable.