

**BAER ESSENTIALS**

[www.BaerEssentials.com](http://www.BaerEssentials.com)

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**Winning Presentations and Communications:**

Make an Impact. Get Results.

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# **Winning Presentations and Communications**

*Professional Development Program  
for*

## **NALP**

**The Association for Legal Career Professionals**

2009 Annual Education Conference  
Omni Shoreham Hotel  
*Washington, DC*

April 1, 2009

Presented by:

**Brent Baer**  
*Founder/President*

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## Winning Presentations and Communications:

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Presentation Agenda	Aha! Great Ideas I got from this Program	
<b>1. The Eyes Have It:</b> Eye Contact & How to Use It		
<b>2. Speak Up:</b> Harness the Magic Power of Your Voice		
<b>3. It's All in Your Hands:</b> The Dos & Don'ts of Hand Gestures		
<b>4. Straight Talk:</b> How to Control Your Posture & Stance		
<b>5. Let the UM &amp; UM's Melt in Your Mouth:</b> Eliminating Word Fillers		
<b>6. A Picture's Worth a 1,000 Words:</b> Presenting with Visual Aids		
<b>7. Make it Noteworthy:</b> Create and Work with User-Friendly Notes		
<b>8. That's All Folks!</b> Speaker's Checklist and Wrap up		

## Winning Presentations and Communications:

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### 1. The Eyes Have It: Eye Contact & How to Use It

F  
O  
C  
U  
S  
E  
D

- Find a pair of eyes before each new thought.
- Finish a thought with each person.
- Focus your eyes on new people randomly throughout the room.
  
- Only speak to one person at a time.
- Remember that speaking to a group is simply many one-on-one conversations.
- Open your presentation by speaking to someone in the back-middle section of the room. It's more inclusive than speaking to a corner.
  
- Control your speaking speed by taking a quick breath as you search silently for your next pair of eyes.
- Concentrate on the words you are saying. It keeps you focused and reduces nervousness.
  
- Use your audiences' faces and body language as feedback tools to ascertain their receptiveness to your message.
  
- Smile appropriately. It helps widen your eyes and enhances your connection.
- "Sight lines" - In large audiences, take advantage of "sight lines." A sight line is a phenomenon where many people think you are looking directly at them when you are really only focused on one person.
  
- Engage people with your eyes by looking directly into a person's eyes for several seconds. Your eyes are like magnets. People can't look away. They'll feel acknowledged and drawn in.
  
- Don't scan the room. Don't let your eyes roam and dart.
- Don't speak to the floor or ceiling.
- Don't look over people's heads. Don't look at the exit signs.

**Stay Focused and Finish your Thoughts.**

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## 2. Speak Up:

Harness the Magic Power of Your Voice

# S

- Slow down. Breathe in between thoughts.
- Speak in Sound bites: short memorable phrases or concepts.
- Smile appropriately.
- Summarize to make your points memorable.

# P

- Project your voice for more control.
- Pause for emphasis, dramatic effect or to buy "thinking time."
- Pace yourself. Develop a rhythm.
- Practice Baerobics™ techniques e.g., diaphragmatic breathing & range work.
- Paint Pictures by stories, analogies and metaphors.

# E

- Emphasize key words.
- Enthusiasm - let your enthusiasm and energy shine through. It's contagious.
- Enunciate clearly - open your mouth wider.

# A

- Animate with vocal variety.
  - Vary your tone and pitch.
  - Gesture to enliven your voice, even if they cannot see you.
- Ask questions to engage your listeners, even if they are rhetorical questions.

# K

- KISS: Keep It Short and Simple.
- Keep it conversational to better connect with your audience.
- Know your vocal range to avoid cracking or straining your voice.

**Project your Voice. Sound Alive.**

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### 3. It's All in Your Hands: The Do's & Don'ts of Hand Gestures

H

- Hold the gesture for a second or two before releasing - it adds emphasis and shows confidence.
- Hands open when pointing, keep palm up and fingers together. Don't point with one finger.

A

- Use appropriate hand and arm gestures that are in-synch with your message.
- Gesture above your waist.
- Gesture away from your body for more presence. Bigger is always better.

N

- Never use the same hand movements for several thoughts. Vary your gestures.
- Naturally gesture as you would in one-on-one conversations.

D

- Drop your arms at your sides when not gesturing.
- Different gestures for different concepts create a more interesting presentation.
- Don't fidget, don't lock your hands or clench your fists, don't grip the podium.

S

- Let your hands tell "your story."
- Switch hands for emphasis.

**Your Hands Speak Volumes.  
Turn Fish-Flippers into Meaningful Statements.**

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### 3. It's All in Your Hands: My Gesture Pictionary

Create your own repertoire of gestures.

<b>When I say....</b>	<b>I will Gesture Like This...</b>
1. "Our <u>goal</u> is..."	
2. "The <u>second</u> point..."	
3. "We're at the <u>intersection</u> of..." "We're at a <u>crossroad</u> ..."	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

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### 4. Straight Talk:

How to Control Your Posture & Stance



- S** : Straight Skis:
  - Stand up tall with your shoulders back and your feet hips-width apart.
  - Stand with your feet hips width apart.
- T** ▪ Toes pointed straight toward the back wall.
- A** ▪ Always balance your weight. Don't shift your weight from side to side.
  - Avoid resting your weight on just one leg. Soon, you will want to shift your weight to the other leg.
- N** ▪ Never move without a purpose. Move with a purpose - you will look confident and in control.
  - When you move, walk in an arc instead of a straight line. This will keep your body open to everyone.
- D** ▪ Don't sway or rock back and forth.
  - Don't angle your feet. If you do, you will inevitably begin to shift your weight and do the "Cha Cha" dance.

**Lock in Your Straight Skis. Move with a Purpose.**

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## 5. Let the UM & UM's Melt in Your Mouth: Eliminating Word Fillers

### **Stop. Look. Speak.**

**STOP:** Before an "um", "uh", "ehr", "ya know" or "like" comes out of your mouth, STOP!

**LOOK:** Look to another person silently (and to yet another person if necessary) until you know what you want to say.

**SPEAK:** Speak your next thought to the new person. Repeat your last phrase if necessary.

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**P**ause.

**A**llow a silence as you think what you want to say next.

**U**ntil you know what you want to say next, pause and look to another person. You remain poised and the audience does not know you are searching for your thoughts.

**S**peak your new thought while focusing on a new person.

**E**veryone will stay connected to you and your message with the glue of "silence" and eye contact. It's much less distracting than looking down or up and letting an um & um fall out of your mouth.

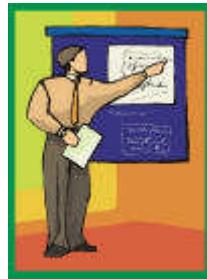
**Silence Speaks Louder than Um & Ums.**

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## 6. A Picture's Worth a 1,000 Words: Presenting with Visual Aids



- **Give an overview**
- **RST: Read ...Silently turn ...Talk**

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### SUGGESTIONS:

1. Never talk to the visual. Talk to a person!
2. Stand to the left of the visual. Why? English is read from left to right and therefore their eyes automatically go to the left.
3. As soon as the visual goes up,
  - Silently turn to the visual.
  - Reach your left palm up as a pointer.
  - Give an overview of the visual.
2. Remember the Baer Essentials of eyes, voice, hands and posture. Avoid um & ums.
3. Don't hold the remote control. Place it on the podium or table.
4. Don't grip the podium or rest your hands on it. Keep your arms free to gesture.
5. Use laser pointer sparingly.
  - Move from the elbow and shoulder (not the wrist) to avoid shakiness.
  - Get in - Get out. Point the light briefly on key spots.

**You Present. The Visual is Your Aid.**

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### 7. Make it Noteworthy: Create and Work with User-Friendly Notes

1. Preferably, do NOT use a script.
2. • Use Bullet points or an Outline.
3. Use **Large Type**.
4. Use "Upper and lower case." DO NOT USE ALL CAPS.
5. Speak in "**sound bites**": (e.g. 5-word phrases on each line).
6.  Don't split a thought at the end of a line or page.
7. **Number each page** in the upper right hand corner.
8. Use **WHITE SPACE**.
  - a. Double space between each *line* of text.
  - b. Triple s-p-a-c-e between each *section* of your talk.
  - c. Type in the middle of the page with Wide Margins on both sides. Leave bottom quarter of the page blank.
9. For **EMPHASIS**: Use different colors, underline, **bold face**, highlighting.
10. **Don't highlight your script *too* much.**
11. Print on stiff paper: 60-pound weight. Bring a spare copy.
12. Use only one side of a page. Don't staple the pages together.
13. To reveal the next page, just SLIDE the top page off the pile.
14. Read the text silently to yourself, look up, then speak one thought to one person. Don't look down and speak to your notes.
15. Try to LOOK at a person at the end of a sentence. It has more impact.

**Down, Up and Out. Don't Talk to Your Notes.**

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# 8. That's All Folks!

## Speaker's Checklist

### Facilities:

- Your Contact Person's Phone #'s: (home, office, pager, assistant)
- Signs for directions to meeting
- What is the phone number for messages

### Where are the...

- Restrooms
- Coat racks
- Copy machines
- Phones
- Snacks
- Elevators/Stairs
- Fire Exits
- Parking Spaces
- Smoking Areas

### The Room:

- Chairs/tables Set-up: Classroom, Theater, U-shape, Conference
- Lighting
- Heat/Air conditioning
- Lectern/ Podium
- Visible timer/ watch
- Phone
- Extension cord, Adapters (3-prong to 2)
- Location of electrical outlets
- Electrical cords taped down
- Water pitcher and glasses

### Flip Chart

- Easel with backing
- Full Pad of Paper
- Magic Markers
- Check for dry ink in markers
- Clips
- Masking Tape to hang pages

### Computerized Presentations

- Arrive two hours early
- Test all equipment
- Insure CD/DVD is loaded
- Test focus and position
- Screen set-up
- Wireless remote control
- Laser Pointer
- Bring thumb drive backup
- Technical support
- Back-up handouts

### Overhead Projector

- Test focus and position
- Clean - no fingerprints, etc.
- Cued to first transparency
- Backup handouts
- Spare bulb
- Overhead markers

### Projector Screen

- Location
- Size

### Music

- Cued
- Sound check

### Video

- VCR
- Monitor - check playback for sound and picture
- Tape cued
- Familiarize with controls (VCR, Monitor, Camera)
- Camera
- Tripod

### Computerized Presentations

- Arrive two hours early
- Test all equipment
- Screen set-up
- Technical support
- Back-up handouts

### Microphone

- Lavalier attachment
- Extra cord length for movement
- Audience Mike
- Mike Locations
- Back-up mike

### Board

- Chalk/Dry-erase Markers
- Erasers
- Clean

### Refreshments

- Coffee, (Decaffeinated), Tea
- Milk and sugar
- Juice
- Soft drinks
- Other
- Utensils, plates, cups, napkins

### Supplies for Audience

- Roster
- Name Tags
- Agenda
- Note pads
- Pencils/Pens
- Handouts - (don't forget backups of visual aids!)
- Name Tents

### Supplies for Speaker

- Appearance Check
- Timer/watch
- Notes with backup set
- Visuals
- Markers
- Paper clips
- Pens
- Tape (masking and scotch)
- Water
- Tape Recorder (for personal review)
- Cassettes: Video/Audio (for personal review)
- Pointer/Laser pointer
- Other \_\_\_\_\_

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### Profile

Brent Baer, *President*  
BAER ESSENTIALS

Brent Baer is the founder and president of Baer Essentials, a consulting firm dedicated to improving communication and leadership skills. Brent coaches organizations to achieve their visions.

Brent trains lawyers and legal professionals throughout the United States and abroad to increase their communication effectiveness and improve their marketing and influence skills. Baer Essentials' professional development course, **Successful Presentations for Lawyers**, is a dynamic, interactive experience that helps lawyers achieve greater credibility and impact in their presentations whether in the courtroom, the boardroom, or at a client pitch. Baer Essentials' partial client list includes: Association of the Bar of the City of New York, Cadwalader, Dewey & LeBoeuf, Herrick, Feinstein, PLI, Troutman Sanders and NYU School of Law.

For 15 years, Brent has been leading seminars, workshops and executive coaching sessions for thousands of leaders at **Fortune 500** companies. Clients include PricewaterhouseCoopers, AOL, AT&T, IBM, VW, Bank of America, Pfizer and Schering.

Brent is a Professor of Public Speaking at Yeshiva University in NYC. Brent was the leading salesperson worldwide for **Dale Carnegie and Associates**, a top professional development training company. He was also the lead trainer for **Midlantic Bank's** customer service initiative, conducting management and customer service classes for over 700 employees. Brent was selected to deliver training programs at the 2007 and 2009 **NALP** National Education Conferences. He has also been a radio host, a stand up comedian, the host of Muscular Dystrophy Association and of Youth at Risk events as well as a speaker at international conventions.

Brent graduated from the **American Society of Training and Development's** "Train the Trainer" program. He received his B.B.A. and was ranked the top student in the George Washington University's business school in Washington, DC.

#### Consulting Expertise:

Presentation Skills

Public Speaking

Question and Answer Sessions

Media Training

Client Pitches

Executive Coaching

Facilitation/Moderation Skills

Time Management/Goal Setting

Neuro Linguistic Programming

Influence & Interpersonal Skills

Diversity

Leadership

Memory

Client Relations

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# Aha!

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## Speaking Checklist

Speaker's Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Presentation: \_\_\_\_\_

Area	Effective	Ineffective	Observations
<b>Eye Communication:</b>			
<b>Voice:</b> <i>Volume</i>			
<i>Animation</i>			
<i>Speed</i>			
<b>Emphasize Key Words</b>			
<b>Silence</b>			
<b>Um &amp; Um's™</b>			
<b>Tone</b>			
<b>Hand Gestures:</b>			
<b>Posture/Stance:</b>			
<b>Content:</b> <i>Opening</i>			
<i>Middle</i>			
<i>Close</i>			
<b>Organized, Clear Points</b>			
<b>Dress &amp; Image</b>			
<b>Overall Impression</b>			

Comments: \_\_\_\_\_

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### **PARTICIPANT COMMENTS**

Your Name: \_\_\_\_\_ Program Date: \_\_\_\_\_

Your Title: \_\_\_\_\_ Instructor: **Brent Baer**

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Suite/Floor: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please rate the following aspects of this program: (Place a check in the appropriate boxes below)**

	Excellent	Good	Fair	Poor
<b>Program Content</b>				
<b>Instructor Quality</b>				
<b>Written Materials</b>				
<b>Facility</b>				

1. What did you like about the program / instructor?

2. What would you change?

3. What did you learn that will be useful to you personally or professionally?

4. Can we quote you? \_\_\_\_\_ (Check here)

5. What communication skill area would you most like to improve?

6. Are you interested in additional training / one-on-one coaching? Yes / No

7. Would you recommend BAER ESSENTIALS training to colleagues/friends? Yes / No

8. Are you interested in BAER ESSENTIALS programs for your organization? Yes / No / Maybe

9. Who would you invite? (Circle all that apply)

Partners / Associates / Summer Associates / Other \_\_\_\_\_

10. Of the above circled, do you want them trained:

All together in the same seminar / Trained in separate seminars?

11. Would you like BAER ESSENTIALS to contact you re: more training or any questions you may have? Yes / No

*Thank you for your program evaluation!*

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