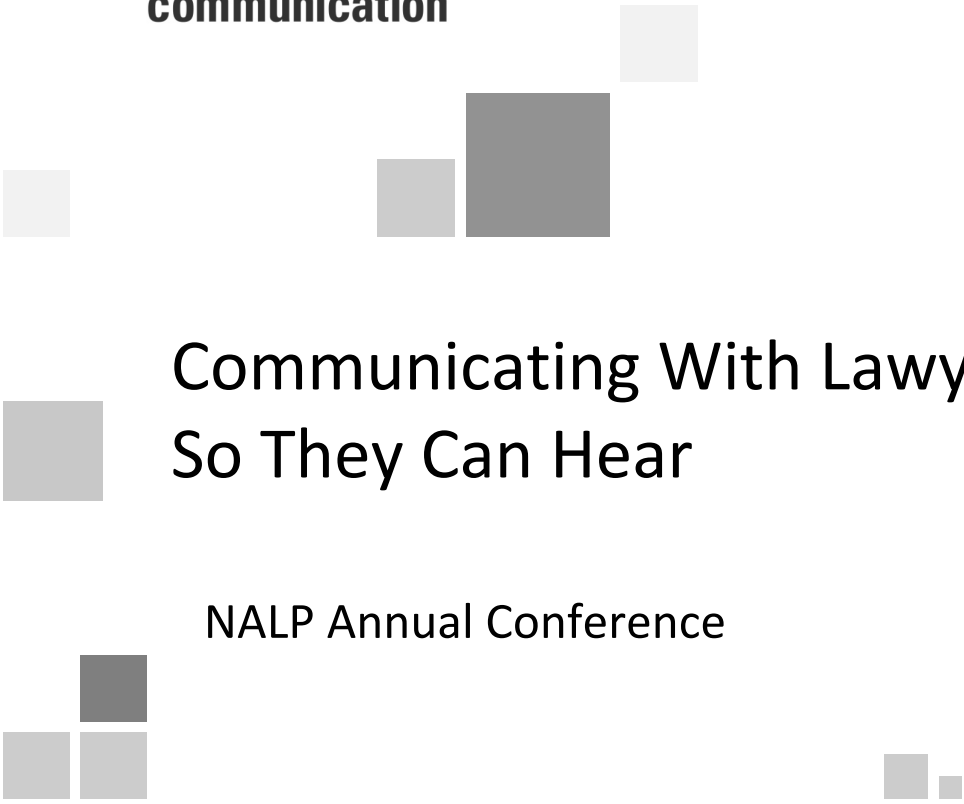




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Communicating With Lawyers So They Can Hear

NALP Annual Conference

PO Box 1029 • Austin, Texas 78767-1029 • Phone: (512) 320-8707 • Fax: (512) 320-8714 • www.bbmcom.com

Learning Objectives

- Express your intended message verbally *and* nonverbally
- Hold your own in the face of sensitive or tough questions
- Stay relaxed and focused
- Using technology LIVE and REMOTE

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The Bottom Line...

Connect

...who you are *and*
...what you know,
...to them,
wherever they are mentally,
emotionally, physically

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What Audiences Need

- Connection
- Your confidence
- Authenticity: the sniff test
- Information that matters
- Respect of them (their intelligence, time, & attention deficits)

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The Basics

- No data dumps
- Sometimes no slides but plant images by telling stories, vivid examples
- Focus not on what YOU need, but what THEY need
- Use self-disclosure to build connection

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The Basics (cont)

- Be authentic, expressive and energetic
- Capture and hold audience attention
- Power bleeding and internal self-criticism will lessen your effectiveness
- Have a clear and concise message

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Fundamental Human Needs

- 1. Comfort & Safety**
certainty, security, dependability, consistency
- 2. Autonomy (89%)**
integrity, independence, being special, not fitting in
- 3. Interdependence/Connectedness (12%)**
affiliation, trust, teamwork, small talk
- 4. Harmony (79% Urgency)**
beauty, peace, equality, order
- 5. Grow/Learn (89% skepticism)**
intellectual stimulation, challenge
- 6. Rest and Play (in a law firm?)**
enjoyment, idle time

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Preparations

Attitude, Awareness & Behavior

- Know your desired results
- Develop sensory awareness: VAK
Visuals, Auditory Cues, Telling Stories

*Audiences retain 10% of audio, 20% of visuals,
65% of audio/visual combined*

- *Expect the unexpected*

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Principles

Principle #1

*Audiences listen for their reasons,
not yours.*

- What's going on with them?
- Check out your assumptions with them.
- Stimulate all of their brain.

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Principles (cont)

Principle #2

People will support what they help create.

- Encourage their questions, their stories and their examples.
- Ask yourself ?'s and share ?'s you've been asked.

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Principles (cont)

Principle #3

EVERYTHING communicates.

Voice	38%
Body	55%
Words	7%
	100%

*Albert Mehrabian

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Videotaped Interviews

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Creating a Positive Impression

In addition to doing excellent work...

...the overall impression & experience of working with you matters...

...it's called reputation.

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First Impressions: All Visual Cues

1. Your educational and/or experience level?
2. Your status in the organization or the profession?
3. What's the immediate "likeability" factor?

It takes *nine* positive interactions to counteract a first negative impression.

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Principles (cont)

Principle #3 (cont)

- eye contact, timeliness, attire, hairstyle, movement, posture, gestures, hand shake, energy, facial expressions, room set-up, handouts, visual aids
- vocal tone, varied pacing, accent

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Principles (cont)

Principle #4

The message is the message *received*.

THEIR perceptions count.

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Principles (cont)

Principle #5

Rapport leads to trust.

Send cues you are one of " them."

Start with a story.

Mimic their mood, then change it.

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Rapport Exercise

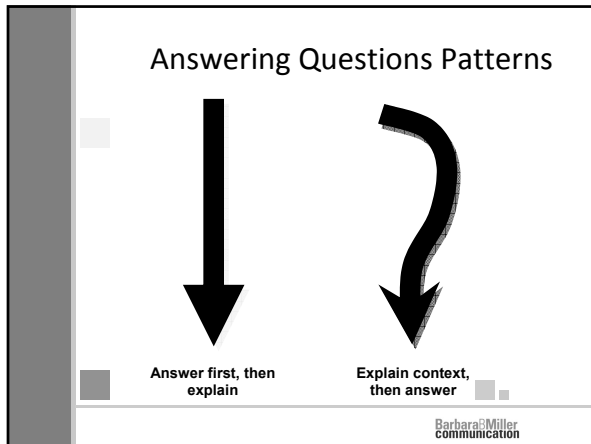
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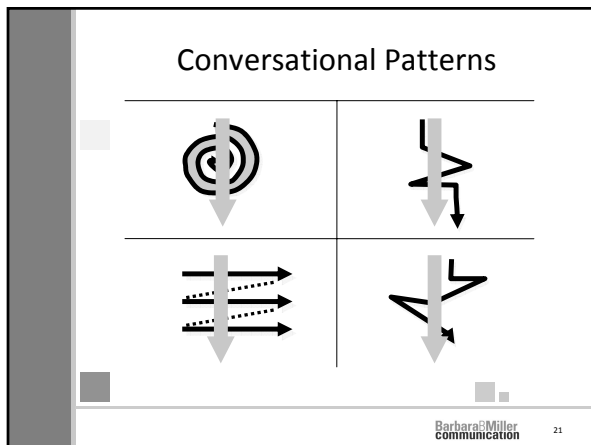
Principles (cont)

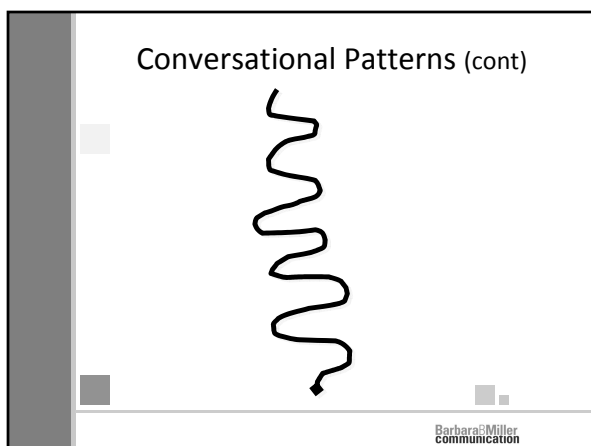
Principle #6

Rehearsal, feedback & de-briefs
are keys to improvement.

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Getting Started

Exhale, then...

1. *Build rapport:*

Start with a story, example, and/or
use enrolling questions

2. *State the issue and the complications*

3. *Declare the central message*

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Wrapping Up

1. Finish the middle by asking for final
questions.

2. When they are finished or there
are none...

3. Repeat the central message...
Declare a call to action...
Say "thank you".

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Handling Questions

- Exhale
- Repeat or clarify
- Acknowledge/welcome/congratulate
- Answer the room
- Verbally bridge
- Check back

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Handling Questions (cont)

- Feel, Felt, Found (handling emotional ?'s)
- Interrupters; dominators
- Out-of-order questions
- Only-of-interest-to-one person ?'s

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Getting & Staying Relaxed

1. Exhale
2. Relax the jaw
3. Visualize ease and past success
4. Smile
5. Energize
6. Exhale again

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Why Does Style Matter?

1. To build rapport & create comfort in others
2. To increase self-awareness
3. To appreciate differences in approach rather than letting *them* drive you crazy

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Personality Styles

I. Intuitior

- speaks conceptually; may be vague
- can ramble
- prefers to be different
- loses track of time

Approach: don't be rushed, if possible

Personality Styles

II. Thinker

- prefers an agenda
- likes information to be presented schematically
- uncomfortable with chit-chat
- can be overly subdued
- may want to be right

Approach: No joking around

Personality Styles

III. Feeler

- takes critique too personally
- astute reading environment and non-verbal cues
- prefers conversation tone

Approach: Warm & personal

Personality Styles

IV. Sensor

- impatient
- can sound too blunt
- moves to action
- won't want to repeat themselves
- speaks to the heart of issues

Approach: Be candid, focused & on time

Using (or not) PowerPoint

- Consider number in audience when deciding to use PPT or not
- Is PPT *their* preferred medium?
- What's the room shape?
- Remember: *YOU* are the presentation; *NOT* the PPT; let visuals reinforce delivery, not replace it

Using (or not) PowerPoint (cont)

Technique Issues:

1. Stand to the side of the screen, slightly on the diagonal, feet shoulder width apart, splayed like a duck
2. No podium; stand to the side or in front of it
3. Never walk into the light
4. Minimize the use of the laser pointer

Using (*or not*) PPT. (cont)

5. 36 word limit per slide
6. Use a clicker and eliminate being tethered to the computer
7. Have your presentation on a memory stick drive
8. Lights on
9. Handouts at the beginning

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Remote Location Audience Challenges

Videoconferencing

1. Just you and the camera
 - Send the PPT or other materials in advance for reproduction
 - Wear solid colors
 - Look at the monitor, not the camera
 - Intro self
 - Do not read presentation; don't memorize it either

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Remote Location Audience Challenges (cont)

2. Speaking to a room AND remote locations
 - Refer to the remote audience regularly
 - Every 15 minutes stop presenting and engage both audiences
 - Have remote audience members wave when they would like to ask a question

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Remote Location Audience Challenges (cont)

3. Teleconferencing

- Insure remote group has the necessary materials
- Introduce live audience and remote audience to each other
- Invite the remote group to interrupt with questions; ask them questions
- Remind them to put the phone on "mute" during the presentation

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Panel Participation

- Contact moderator: other panelists
- Prepare 1 message w/ (ideally) 3 key points: it's *not* a speech
- Embed Q & A, especially if none are allowed during panel
- Have "Plan B" if another panelist steals your talk
- Speak to the entire room, including the panelists
- Take and throw focus

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Panel Moderation

- Contact all panelists: suggest format, relay time frames, encourage dialogue and conversational tone
- Ask for outline of their remarks
- Ask for 5 good questions you could ask them; *not* softballs
- Ask for a clear message from each that relates to panel topic
- Agree on interruptions, talking over one another, and cut-off cues

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Blocks to Success

High achievers are the most self critical group of professionals.

- Critic/Witness voices
- Power bleeding
- Not knowing your audience
- No rehearsal

Suggestions

...if the first response to your idea is negative, don't be surprised; good legal analysts get in the habit of being skeptical, even when the situation doesn't concern a legal issue

...learn from the skeptics and try to stay positive

Act As If...

- When you act as if you're
(confident, fearful)...
- you are treated as if you're
(confident, fearful)...
- then you become
(confident, fearful).

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