



STATE BAR
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

The Articulate Attorney: Public Speaking for Lawyers

Featuring Brian K. Johnson

LIVE SEMINAR: Friday, January 10, 2020 – Milwaukee

LIVE WEBCAST: Friday, January 10, 2020

WEBCAST REPLAY: Friday, January 17, 2020

Tuesday, January 21, 2020

Wednesday, January 29, 2020

Thursday, February 13, 2020

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(800) 728-7788



STATE BAR OF WISCONSIN
PINNACLE

The Articulate Attorney: Public Speaking for Lawyers

Featuring Brian K. Johnson



3.5 CLE

Programs start January 10. Register today!

The Articulate Attorney: Public Speaking for Lawyers

Featuring **Brian K. Johnson**



Address any audience with confidence

Successful attorneys fully capture the attention of their audience. *The Articulate Attorney: Public Speaking for Lawyers* breaks down the components that are affected by performance pressure – your brain, body, and voice – and shows you exactly what to do to convey confidence and deliver a more persuasive presentation.

Drawing on cutting-edge discoveries in linguistics, neuroscience, gesture studies, and sports psychology, communication consultant **Brian K. Johnson** will show you how to:

- Gesture naturally
- Get “in the zone” and focus on your listeners
- Control your speaking pace
- Stop filling silences with “um” or “uh”
- Inject more emphasis into your speech

Who should attend:

- All attorneys

How you'll benefit:

- Deliver a more effective, persuasive presentation
- Eliminate thinking noises from your speech
- Learn how to look, feel, and sound more confident under pressure

Register now!

Be a star both in and out of the courtroom with the State Bar of Wisconsin PINNACLE National Presenter Series. Receive coaching from nationally recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape.



Dates / Location

LIVE MILWAUKEE SEMINAR:

Friday, January 10, 2020

Radisson Milwaukee West

2303 N. Mayfair Rd.,
Hwy. 100 at North Ave.
Milwaukee, WI
(414) 257-3400

LIVE WEBCAST:

Friday, January 10, 2020

WEBCAST REPLAYS:

Friday, January 17, 2020

Tuesday, January 21, 2020

Wednesday, January 29, 2020

Thursday, February 13, 2020

Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **3.5 CLE credits**. It does not qualify for EPR credits.

Registration

Online: www.wisbar.org/seminars

Mail: State Bar PINNACLE
Registrations

Phone: (800) 728-7788

P.O. Box 7158

Fax: (608) 257-5502

Madison, WI 53707-7158

State Bar CLE/PINNACLE Passbook Registrations:

Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live seminars, walk-in registrations with Passbook Certificates are welcome.

Registration Cancellations:

Please visit wisbar.org/cancellation_policy for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar:

All live seminar attendees will receive printed course materials for this program. Course materials will be provided to webcast seminar participants in PDF format, downloadable from *myStateBar* on wisbar.org up to four days prior to and 90 days after the seminar.

Note: Course materials for this program will be provided to seminar participants ONLY and will not be available for sale following the program. **Register today!**

Schedule

8:00 AM Registration

YOUR BODY

8:30 AM **Channel Your Adrenaline**

Performance pressure triggers adrenaline which targets the muscle groups that make speakers look, feel, and sound natural – or not. Speakers can channel that turbocharged energy from the very start when it is most intense.

Breathe Tactically

An adrenaline rush accelerates the respiratory system. Controlled, tactical breathing will help you feel better, speak better, and think better.

Plant Your Feet

How you stand is the foundation of your style when speaking. When thinking on your feet, the big muscles in the legs resist standing still. Ritualize and rely on a balanced and centered stance just as athletes do.

Focus on Your Listeners

Credibility requires that you look your listeners in the eye. The only way to focus your brain is to focus your eyes. Don't relax; tell yourself to focus.

Be Ready to Gesture

The best way to dissipate the energy of adrenaline is to release your natural gestures immediately. Getting hands ready to gesture is the first step in that process.

YOUR BRAIN

9:30 AM **Use the Time Warp**

Adrenaline makes time appear to slow down, so nervous speakers compensate by talking too fast. You must channel the time warp to get "in the zone" of concentration.

Think in Silence

Speakers need silence to compose the next thought and listeners need silence to process what they just heard. Thinking in silence solves the problem for both of them, and it eliminates the thinking noises – um and uh.

10:10 AM **Break**

10:25 AM **Speak in Phrases**

Don't talk slow! That doesn't work. The key to controlling your pace is to speak in phrases as you think in silence. Between those phrases, you have time to think. The phrasing of the Pledge of Allegiance is a good model for this rhythm.

Create Horizontal Notes

Words flow down the page vertically, but we gesture and think horizontally. ("On the one hand . . . and on the other hand.") Horizontal notes work better.

YOUR VOICE

10:45 AM **Emphasize Key Words in Each Phrase**

Clarity and understanding result from emphasis on the key words that unlock the meaning for listeners. In every phrase at least one word deserves emphasis to be persuasive. Emphatic words result from emphatic gestures.

Audibly Punctuate

Punctuation matters as much in speaking as in writing. Exploit the audible period and come to a full stop. Imagine the audible period at the end of the Pledge of Allegiance when all citizens say the same way, "with liberty and justice for all." Period.

11:25 AM **Practice**

Practice doesn't make perfect; it makes you better. Efficient, deliberate practice while structuring, improvising, forgetting and recovering, beginning and ending is the best way to be ready. When you know how to practice, you can improve quickly.

11:45 AM **Program Concludes**

Following program start time, webcast replay schedules will vary slightly from above listed times.

About our featured presenter

Brian K. Johnson, has been a communication consultant to the legal profession for 40 years. He teaches public speaking to transactional lawyers, advocacy and persuasion to litigators, and interpersonal communication skills to entry-level attorneys.



His international consulting practice takes him to AMLaw 100 firms and lawyer training programs throughout the U.S. and Canada, as well as to the U.K. and Europe. He has taught solicitor advocates in Belfast and Dublin and has twice been invited to teach federal prosecutors for the Republic of Estonia.

Since 1981, Brian has been a courtroom communication specialist for the National Institute for Trial Advocacy (NITA). He was the first non-lawyer to receive NITA's Prentice Marshall Faculty award for his innovative teaching methods. For 20+ years, Brian has trained all Assistant U.S. Attorneys at the Department of Justice National Advocacy Center. He is also the co-author of three books for attorneys.

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Additional Learning Opportunities

Write Away: Effective Legal Writing in 2019

Gain tips for immediately improving your legal writing. Learn how to draft a more persuasive Statement of Facts. Brush up on your *Bluebook* skills. Understand why typography matters. **4 CLE**

Live Pewaukee Seminar & Live Webcast: Dec. 13, 2019

Webcast Replays: Dec. 27, 2019 | Dec. 31, 2019 | Jan. 4, 2020 | Jan. 7, 2020 | Jan. 15, 2020
 Jan. 23, 2020 | Jan. 28, 2020 | Feb. 7, 2020

A Cybersleuth's Guide to Conducting Effective Investigative Research – Featuring Levitt and Rosch

Master quick and simple methods for generating more effective internet searches. Understand the key differences between public records, publicly available information, and proprietary information. Find out how to locate people online, even if they use pseudonyms. Know how to overcome social media discovery issues. Learn how to access information from expensive databases for free. **7 CLE**

Live Madison Seminar & Live Webcast: Dec. 20, 2019

Webcast Replays: Dec. 31, 2019 | Jan. 9, 2020 | Jan. 18, 2020 | Jan. 29, 2020

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Priority Code: S 3 7 7 1 T B

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<input type="checkbox"/> State Bar of Wisconsin Member	<input type="checkbox"/> \$219	<input type="checkbox"/> \$249
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

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Register today!

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 P.O. Box 7158
 Madison, WI 53707-7158

Event Code: CA2985 L W R R2 R3 R4