



STATE BAR
OF WISCONSIN

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



Speaking Effectively Featuring Steve Hughes

CREDIT HOURS: 6 LPM credits

IN-PERSON SEMINAR: Monday, December 16, 2024 – Madison

LIVE WEBCAST: Monday, December 16, 2024

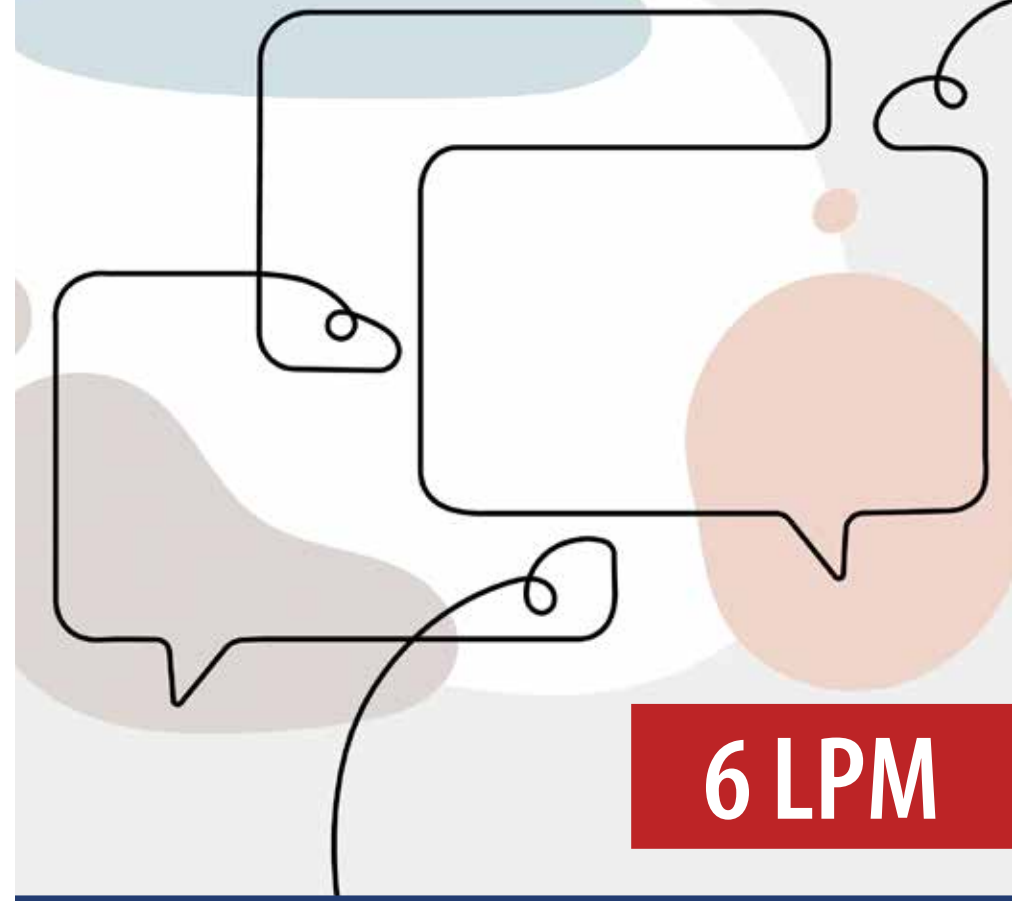
WEBCAST REPLAYS: Monday, December 23, 2024
Friday, January 3, 2025
Tuesday, January 14, 2025
Saturday, January 18, 2025
Wednesday, January 22, 2025
Thursday, January 30, 2025



STATE BAR OF WISCONSIN
PINNACLE

Speaking Effectively

Featuring Steve Hughes



6 LPM

Program dates start December 16.
Register today!



Speaking Effectively

Featuring Steve Hughes

Tell me more

Transform yourself into a more eloquent and convincing presenter with help from **Speaking Effectively**. Internationally acclaimed lecturer and author **Steve Hughes** will share his strategies for delivering motivating, inspiring presentations in two mini-sessions.

Captivating Presentations: Connecting with and Winning Over Today's Distracted Audiences

Discover Steve's secrets to grabbing attention from the outset, appearing more dynamic, organizing your message, using eye contact to build trust, and delivering a compelling closing message that persuades your listeners.

Influence: The Art & Science of Changing Minds

Gain acceptance and buy-in from your audiences by understanding how people make decisions and what motivates them to act. Delve into the latest scientific research illustrating how to influence clients, colleagues, and courts to see things your way.

Register today!

HOW YOU'LL BENEFIT

- Position yourself as a prepared, confident, and insightful presenter in the eyes of clients, courts, and opposing counsel
- Connect with modern audiences through engaging presentations
- Harness the two elements you need to win over a skeptical mind
- Gain buy-in on your ideas and arguments with the four drivers of persuasion
- Conclude your presentations with strategies that motivate the audience to take action

SCHEDULE

8:00 AM Registration

8:30 AM Captivating Presentations: Connecting with and Winning Over Today's Distracted Audiences

What if you could deliver a presentation so powerful it captivates your audience from start to finish? You can, IF you understand what captures attention, how audiences think, and what inspires them to act. CAPTIVATING PRESENTATIONS is a dynamic communication skills program that shows you how to craft compelling, client-focused presentations that lead to better outcomes. Your presentations will resonate with audiences so they listen more, retain more, and act on your recommendations. And your clients will view you as prepared, confident, and insightful.

- Capture attention from your very first words.
- Structure your material for maximum impact.
- Leverage eye contact in an innovative way to build trust and rapport with any audience.
- Inspire positive action by ending every presentation on a high note.

10:10 AM Break

10:25 AM Captivating Presentations: Connecting with and Winning Over Today's Distracted Audiences (Continued)

11:40 AM Lunch (on your own)

12:45 PM Captivating Presentations: Connecting with and Winning Over Today's Distracted Audiences (Continued)

2:00 PM Break

2:15 PM Influence: The Art & Science of Changing Minds

How do you move someone to not only listen to your ideas, but also embrace and even champion them? Acceptance and buy-in begins with engagement and an understanding of the drivers of persuasion, how people make decisions, and what motivates them to act. This interactive program draws on the latest scientific research to illustrate how you can influence clients and colleagues to see things your way without being heavy-handed. INFLUENCE teaches you what to do and why, and gives you practical ideas you can apply right away.

- Harness the two elements you need to win over a skeptical mind.
- Utilize the four drivers of persuasion to gain buy-in on your ideas.
- Overcome the common mistakes most lawyers make when trying to change someone's mind.
- Leave much of the conventional wisdom about influence behind (because most of it doesn't work).
- Inspire positive action by ending every presentation on a high note.

3:05 PM Program Concludes

Following start time, schedule will vary slightly from above. All times are Central Time Zone.

FEATURED PRESENTER

STEVE HUGHES is president of Hit Your Stride, LLC, an international consultancy that helps people look and sound smart when they talk. A highly sought-after professional speaker, emcee, and author, he is called upon by top law firms, Fortune 500 companies, national associations, and non-profit organizations to electrify audiences and inspire more effective communication. Before founding Hit Your Stride in 2005, Steve spent 14 years in the advertising business and was a partner in a 50-person ad agency, where he made hundreds of presentations with millions of dollars on the line.



He is the author of *Captivate: Presentations That Engage and Inspire*, and his work has been featured in *The Wall Street Journal* and *Businessweek* and on *BBC World News*, *CBS*, and *National Public Radio*. He is also the proud creator of “International Be Kind to Lawyers Day,” which is celebrated annually on the second Tuesday in April. Steve holds a BA in French Literature and European History from the University of Kansas and an MBA in Marketing from Washington University’s Olin School of Business, where he was awarded the prestigious Olin Cup.

RAVE REVIEWS FOR STEVE HUGHES

“Great presenter. This is the most engaged I’ve been at a CLE.”

“I’ve attended conferences for 20 years and consider Steve one of the two best speakers I’ve ever seen. I enjoy him so much that I’d listen to him present on anything.”

“Wow. Steve is the best conference speaker I’ve ever seen. He totally practices what he preaches. His program will help me in both my professional and personal life. The principles are timeless.”

“Our attorneys were so impressed with Steve’s keynote on influence, they were still talking about it at work the next day.”

“I liked your style and effectiveness. Your humor and stories kept the subject matter interesting.”

“One of the best state bar CLE programs I’ve attended.”

DATES & LOCATION

IN-PERSON SEMINAR — MADISON

Monday, December 16, 2024
State Bar Center
5302 Eastpark Blvd., Madison, WI
(608) 257-3838

LIVE WEBCAST

Monday, December 16, 2024

WEBCAST REPLAYS

Monday, December 23, 2024
Friday, January 3, 2025
Tuesday, January 14, 2025
Saturday, January 18, 2025
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Thursday, January 30, 2025

CREDITS

CREDIT HOURS: 6 LPM credits*

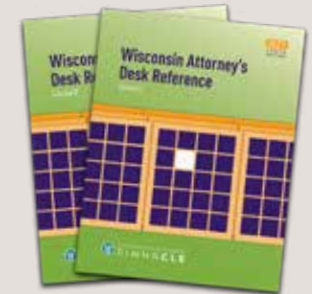
*This program will be submitted to the Wisconsin Board of Bar Examiners for 6 LPM (Law Practice Management) credits. Attorneys may submit up to 6 LPM credits per CLE reporting period. To learn more about CLE credit types and rules, visit wisbar.org/credits.

BOOK BONUS!

Wisconsin Attorney’s Desk Reference

SAVE 15% on *Wisconsin Attorney’s Desk Reference*.* Save valuable time researching unfamiliar areas of law with this volume of actionable information on 11 practice areas and 35 topics. Use **discount code CA3718** when you order online or by calling (800) 728-7788.

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TUITION

	IN-PERSON	WEBCAST
State Bar Member	\$309	\$339
Nonmember	\$409	\$439
Ultimate Pass Gold/Silver	\$0	\$0
Passbook Certificate	1 Certificate	1 Certificate

REGISTRATION & GENERAL INFO

ONLINE: wisbar.org/seminars

PHONE: (800) 728-7788

MAIL/FAX: Visit wisbar.org/regform
for registration form



PINNACLE PASSBOOK REGISTRATIONS: PINNACLE Passbook certificates must be received by the State Bar at least one business day prior to the event. For in-person seminars, walk-in registrations using Passbook certificates are also welcome.

COURSE MATERIALS: Course materials are provided to seminar attendees in PDF format and are downloadable from *myStateBar* on wisbar.org up to two days prior to and 90 days after your seminar.

CANCELLATIONS: Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

ACCOMMODATIONS: If you need special accommodations, please contact us at (800) 728-7788, ext. 6142 at least three weeks prior to the program date so we can make appropriate arrangements.

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Event Code: CA3718 Priority Code: S4472B

ADDITIONAL LEARNING OPPORTUNITIES

Winning at Deposition Featuring Shane Read

With most cases settling before trial, a deposition can be your most powerful weapon in litigation. Maximize your chances of success with proven strategies and techniques for getting the answers you need from adverse witnesses, overcoming opposing counsel, and confidently deposing expert witnesses.



CREDITS: 7.5 CLE | **MADISON IN-PERSON SEMINAR & LIVE WEBCAST:** NOV. 11, 2024

WEBCAST REPLAYS: NOV. 22, 2024 | DEC. 18, 2024 | JAN. 9, 2025

Effective Legal Writing 2024

Discover practical, easily implementable tips to take your legal writing from blah to brilliant. Strengthen your case with gripping introductions, more persuasive prose, visual components, and document design. Don't miss the opportunity to learn the secrets of superstar legal writers.



CREDITS: 3.5 CLE | **MADISON IN-PERSON SEMINAR & LIVE WEBCAST:** DEC. 13, 2024

WEBCAST REPLAYS: DEC. 20, 2024 | DEC. 26, 2024 | DEC. 31, 2024 | JAN. 2, 2025 | JAN. 8, 2025
JAN. 14, 2025 | JAN. 20, 2025 | JAN. 25, 2025 | JAN. 28, 2025 | JAN. 31, 2025

Wisconsin Trial Practice

Designed with the trial process in mind, this invaluable resource covers everything from pretrial conferences to post-trial motions. Written by Wisconsin litigators, the book breaks down each stage of trial and includes practice tips, judicial commentary, checklists, a sample jury questionnaire, and more!



PRINT BOOK: AK0090 | **BOOKS UNBOUND:** AE0090_SUB

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.

