

The Best Lawyers Agree: Without Skilled Delivery, the Soundest Arguments Fail.

David Mann will share with you the fundamental theater skills he relies on when advising trial lawyers with difficult arguments on how to successfully craft and deliver their client's story. You'll learn the secrets of powerful, engaging presentations that can apply to:

- Openings
- Closings
- Mediations
- Arbitrations
- Depositions
- Witness preparation
- Witness interrogation
- Oral arguments
- Prospective client interviews

Key Points for Engaging Clients, Opponents and Jurors

- Using voice and body to get twice the results from half the words
- Using the facts to engage rather than simply instruct a jury
- Clarifying technical information by using descriptive images
- Protecting confidence while remaining flexible

You'll Take Away From This Course the Ability to:

- Construct powerful stories that illustrate critical aspects of the case
- Employ effective methods of rehearsal
- Shape case stories into repeatable, engaging wording
- Create a 3-way dynamic between attorney, witness, and jury
- Use the courtroom to its best advantage through physical presence and gestures
- Project a message clearly with persuasiveness appropriate to the material



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Persuasive Storytelling & Presentation Skills FOR LAWYERS

Tuesday, December 6, 2022
Attend In Person
Minnesota CLE Conference Center



MINNESOTA CONTINUING LEGAL EDUCATION
Your Success Is Our Goal

Persuasive Storytelling & Presentation Skills FOR LAWYERS

*How to communicate and deliver your message
powerfully, accurately, and convincingly*

- Discover what gives a story **persuasive power**
- Clarify technical information by using **descriptive images**
- Develop the ability to use **plain language** for maximum clarity
- Fill the courtroom **vocally** and **physically** for maximum effect
- And much more!



Taught by
David Mann

Tuesday, December 6, 2022
Attend In Person

Minnesota CLE Conference Center, Minneapolis

Can't attend in person? View the online replay Friday, January 6, 2023

Mann was great! Dynamic, held our attention, paced and structured his presentation well. He understands what a trial lawyer does and brings a helpful perspective to what he's teaching.



David Mann

specializes in persuasive presentation skills and storytelling. A theater artist for over three decades, David now trains attorneys and business professionals how to use performance and storytelling techniques to win. He has spoken at Fortune 500 events nationwide, inspiring groups to use the power of storytelling and effective delivery to get results every time.

As a persuasive presentation specialist for lawyers, David has taught with the Professional Education Group, NITA, Loyola School of Law in Chicago, and Louisiana State University Law School. He works with private firms in Minneapolis, Pennsylvania, and Chicago to develop opening statements, motions, and demand letters that combine careful wording, engaging storytelling, and dynamic delivery. With David's storytelling guidance, lawyers are armed with powerfully persuasive arguments that win.

David's approach is based on his background in the art of theater. He has performed or directed for the Guthrie Theater, The Children's Theater Company, Great River Shakespeare Festival, and many other theaters in the thriving Twin Cities scene. He has written and performed five critically-acclaimed one-man shows, and he is the recipient of a Bush Artist Fellowship for Storytelling. David is a graduate of Northwestern University and the London Academy of Music and Dramatic Art.

David Mann is a faculty member of  The Professional Education Group

Schedule

8:30 – 9:00 a.m. CHECK-IN & CONTINENTAL BREAKFAST

9:00 – 10:30 a.m.

Principles of Persuasion

- Developing persuasion beyond the logical argument

Communication Concepts

- Engagement through non-verbal cues

Managing Voice

- Emphasis, pausing, and pace as persuasive tools
- How to project vocally and use natural presence to your advantage

10:30 – 10:45 a.m. BREAK

10:45 a.m. – 12:15 p.m.

Voice and Body for Witness Interrogation

- How to deliver questions that engage jurors
- How to question with sincerity to elicit desired responses from witnesses

Body Language and Gestures

- How to find a relaxed, personal gestural language and resting position

Using a Podium

- Managing restricted movement for maximum engagement
- Methods of rehearsal
- How to efficiently practice statements and examinations

12:15 – 1:00 p.m. LUNCH BREAK (on your own)

1:00 – 2:30 p.m.

Storytelling Goals of Opening Statement

- Establishing a dynamic narrative to instantly engage jurors
- Emphasizing character and motive to animate factual details

YouTube Attention Spans and the Visual Mind

- Wording that creates specific visual images and using action language

2:30 – 2:45 p.m. BREAK

2:45 – 4:15 p.m.

The Six Elements of Storytelling

- Character creation, detail, structure, rhetoric, theme and persuasive wording

Great Speeches and The Hollywood Lawyer

- Analysis of the persuasive presentation qualities of master performers

Construction of Opening Statements

- Practical application of the six story components

COURSE INFORMATION

LIVE IN PERSON

Tuesday, December 6, 2022
Minnesota CLE Conference Center
600 Nicollet Mall, Suite 370
Third Floor City Center, Minneapolis

ONLINE REPLAY

Friday, January 6, 2023
View online at www.minncle.org
A moderator will be available to answer questions by email.

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **6.0 standard CLE credits**. The maximum number of total credits attendees may claim for this course is 6.0 credits.

Application also is being made to the MSBA for **6.0 civil trial specialist credits** and **6.0 criminal law specialist credits**.

COURSE MATERIALS

In-Person Attendees
In-person attendees will receive the course materials in hard copy as well as electronic access via their Minnesota CLE website account.

Online Replay Attendees
Online replay attendees will have electronic access to the course materials via their Minnesota CLE website account.

ACCOMMODATION

If you have a disability and need an accommodation in order to attend, please contact us as soon as possible in advance of the program. Contact Minnesota CLE at 800-759-8840 or customerservice@minncle.org.

CANCELLATION / NO-SHOW POLICY

Paid registrants who cancel before the seminar will receive a full credit on their account, or refund upon request. Paid registrants who do not cancel and are unable to attend will retain access to the electronic course materials through their Minnesota CLE website account.

SCHOLARSHIPS AVAILABLE

Minnesota CLE maintains a scholarship program for those individuals with a financial need. For more information or to obtain a scholarship application, contact Grant at gdavies@minncle.org or 651-254-2111.

QUESTIONS?

customerservice@minncle.org
www.minncle.org
800-759-8840

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TUITION:

\$245 MSBA member
\$245 paralegal
\$295 standard rate

SEASON PASSHOLDERS:

- **Super Passholders** may attend the in-person seminar or the online replay at no charge.
- **In-Person Passholders** may attend the in-person seminar at no charge or the online replay for 50% off.
- **Online Passholders** may attend the in-person seminar for 50% off or the online replay at no charge.

NEW LAWYER DISCOUNT!

New lawyers who have been admitted to the bar fewer than 3 years receive a 50% discount.

SCHOLARSHIPS AVAILABLE!

Minnesota CLE maintains a scholarship program for those individuals with a financial need. To obtain a scholarship application, contact Grant at gdavies@minncle.org.

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