

## Public Awareness Tips

*"Increasingly, law firms know there are no 'born salespeople'; instead, these rainmakers must be created. More and more, every lawyer needs to master basic sales, marketing and client-service skills to build and maintain lucrative, long-term relationships...."*

Mary Ann Freedman,  
*Law Times*, January 23-29, 1995

## Presenting How the Best Speakers Do It

Successful business speakers share certain practices and techniques.

Among other things, they make it a point to entertain as well as inform just as good teachers do. They also deepen and expand the bond with their audiences through openness, sensitivity and humour.

Based on observations of successful and unsuccessful speakers, the good ones:

- \* **Are thoroughly** prepared and comfortable with their material. They outline their main points on a blackboard, slide or easel. They also make sure that all audiovisual equipment functions smoothly.
- \* **Involve** their audiences by soliciting answers and information. Example: One speaker, addressing "Downsizing in the '90s", had all the participants stand, then sit down in stages if they or someone they knew had been affected by firings, layoffs, takeovers, etc. Eventually the entire group was seated.

- \* **Enhance** their presentations by creative use of newspaper clippings, cartoons, music, appropriate quotes or relevant experiences.
- \* **Often use** self-deprecating humour to get a point across. This allows the audience to identify with the speaker's foibles.
- \* **Move around** the room rather than remain fixed behind a lectern, a technique that makes them seem accessible. Many greet people individually as they enter the room.
- \* **Avoid boring** business audiences with material that's common knowledge.

Source: Carol Driscoll, writing in *The Toastmaster*, P.O. Box 13888, Mission Viejo, CA 92690.

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## Face-to-Face Communication Handling Tough Conversations

If you want to avoid potential stress for you and those you're dealing with, consider these suggestions when you think you're going to be in a stressful conversation:

- \* **Begin** with agreement. If you know you're going to be disagreeing with someone, start off your discussion with some area on which you both agree. Even if it requires really digging to uncover that common ground, do it.
- \* **Say "and"** - not "but." "But" acts like an eraser inside people's heads. It erases the value of anything said before it in a sentence.
- \* **Use** lots of "I" statements. Limit "you" statements. "I" clarifies for the other person what you think and feel, while "you" can make a person feel criticized. "I" also reduces defensiveness and fosters communication.

Source: *Career Success/Personal Stress*, by Christine A. Leatz with Dr. Mark W. Solar, McGraw-Hill Inc., 11 W. 19th St., New York, NY 10011.

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