

Contents

Summary Contents	vii
Introduction	1
WHO IS THIS BOOK FOR?	1
A little disclaimer ...	1
Who are you?	2
WHY SHOULD YOU CARE?	2
A warning ...	6
YES, BUT WILL IT BE PRACTICAL?	6
1 Why People Become Lawyers	9
WHAT MOTIVATES INDIVIDUALS TO BECOME LAWYERS?	10
Television shows	10
The money	10
The glamour	10
THE HIGH-PROFILE WORK	11
FACING THE REALITY	11
2 The Basics	15
DOING THE BASICS ...	16
BUT HOW IS YOUR SUCCESS MEASURED?	18
3 Personal Brand and Lawyers	21
PERSONAL BRAND AND YOU	21
DO AS I SAY, NOT AS I DO ...	24
THE MEANING OF SELF-AWARENESS	25
PERSONAL BRAND – THE LIGHT-BULB MOMENT ...	26

THE MODEL?	27
TIME TO BED IN?	29
Starting out	29
A top personal philosophy when you are starting out	33
4 Be Empathetic – Communication Skills for Maximum Impact	35
COMMUNICATION AND BRAND	35
WHAT SKILLS ARE WE THINKING ABOUT?	36
WHAT, THEN, IS A GREAT COMMUNICATOR?	37
How do you tailor your communication style?	38
A sense of calm ...	39
Carrying yourself positively – high status versus low status ...	40
Looking the part ...	44
SOME LAW FIRM COMMUNICATORS	46
The Rhino	48
Psychology	48
Characteristics	49
Recognising a Rhino – at school ...	49
Recognising a Rhino – at work ...	49
Some general rules for communicating with Rhinos	50
The Scientist	51
Psychology	51
Characteristics	52
Recognising a Scientist – at school ...	52
Recognising a Scientist – at work ...	52
Some general rules for dealing with Scientists	53
The Schmooser	54
Psychology	54
Characteristics	54
Recognising a Schmooser – at school ...	55

Recognising a Schmooszer – at work ...	55
Some general rules for dealing with Schmooszers	55
MAXIMISING YOUR COMMUNICATING IMPACT ACROSS THE BOARD	56
Add to this ... learning styles	60
It's for you ...	61
Telephone ambush!	64
A PRACTICAL APPLICATION OF SOME OF THE COMMUNICATION RULES	65
SUMMARY – TOP COMMUNICATION TIPS	68
5 Be Client-Focused – Commerciality is not Rocket Science	69
WHAT IS COMMERCIALITY?	70
Differing viewpoints	70
No, wait, I think I just had a commercial thought ...	70
A tweaked thought process	71
Success or failure	72
Helping others to achieve success in a business context	72
THE EXPECTATIONS PLACED UPON YOU	73
It tastes the same but looks and feels different	73
I think what you have done is clever but I don't think it's got any legs, so I'm out ...	74
Investing in you?	76
DISPLAYING A COMMERCIAL APPROACH TO THOSE YOU WORK WITH WHEN STARTING OUT	77
COMMERCIALITY TOP TIPS SUMMARY	91
6 Be Visible – Demystifying Legal Presentation Skills	93
I HATE PERFORMING ...	94
TRAINING VERSUS PRESENTING?	95
The successful presenting ladder	95

A STRUCTURE FOR THIS CHAPTER	96
1. WHY SHOULD YOU PRESENT?	97
2. WHAT IS A LEGAL PRESENTATION?	97
Forget the performance ...	98
When should I deliver a presentation?	99
Understanding the goals ...	100
3. GETTING STARTED	101
First steps ...	101
4. PLANNING MY PRESENTATION – THE NEEDS OF MY AUDIENCE	102
How?	104
More than you can chew	105
The 'ratio' of your presentation	105
5. A CLEAR STRUCTURE	106
A. The Opener	107
B. The Introduction	109
C. The Main Body	111
D. The Business Message/Advice	112
E. The Conclusion	112
F. Close and Thanks	113
6. INTERACTIVITY – WHAT WORKS BEST?	113
Using flipcharts, whiteboards and interactive tools	118
7. HANDLING CHALLENGING QUESTIONS IN LEGAL PRESENTATIONS?	120
8. USING CRIB-NOTES	121
9. HUMOUR AND THE FUNNIES ...	122
10. POWERPOINT AND POWERPOINTERS	123
11. FANCY USING A HANDOUT?	128
12. LOOKING GOOD, SOUNDING PROFESSIONAL AND FEELING GREAT	129
13. DEMYSTIFYING LEGAL PRESENTATION SKILLS – SUMMARY	135

7 Be Grammatical – Fewer Errors Means Greater Impact	137
INTRODUCTION	137
THE ‘TEN MOST WANTED’ OF GOOD WRITING	140
1. My, my, what a very long sentence you have!	140
2. Keep active when you can	140
3. To split or not to split?	141
4. Beware, my friend, of the dangling participle	141
5. Avoiding ambiguity with hope	142
6. Faulty apostrophe = image catastrophe	146
7. Don't be ambushed by the slippery ITS/IT'S twins	147
8. The purpose of the semi-colon: clarity or obfuscation?	147
9. Spelling snares that lie in wait to trip you up	148
10. Don't be caught napping on the e-mail watch	150
SUMMARY	151
8 Be Sociable, Be Likeable and Be Well-Connected	153
WHAT DOES NETWORKING MEAN FOR YOU?	155
FINAL THOUGHTS ...	160
Conclusion	161
A FALSE DAWN?	161
THE MODEL ...	162
WHAT'S THE 'RATIO' OF THIS BOOK?	164
AND FINALLY	165
Index	167