



# Speaking to Win

## The Art of Effective

## Speaking for Lawyers

From a master teacher, a results-oriented approach to powerful speaking that communicates, that persuades and that wins.

**LIVE PROGRAM**  
No Webcast or Video Replay  
Enrolment is limited

**Thursday, July 21, 2011**  
**9:00 am to 4:00 pm**

The Advocates' Society Education Centre  
17<sup>th</sup> floor, 480 University Avenue, Toronto

### Who Should Attend

This program is suitable for lawyers of all experience levels from all practice areas who want to sharpen their competitive edge by improving their speaking skills, gaining confidence before an audience, and creating an exciting presentation.

### CPD Credits

This program has been accredited by the Law Society for **6 hours** toward the annual Professionalism Requirement and **6 hours** toward the annual New Members Requirement.



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### About the Program

Spend the day with master speaker Steven Stark, and learn his winning strategies for captivating audiences. A former litigator and now an international authority on speaking and writing skills for lawyers, Mr. Stark will teach you how to capture - and keep - the attention of your clients, peers, judges and opponents. Learn his proven strategies for acing oral presentations, finessing your delivery, and controlling your nervous butterflies. Mr. Stark goes beyond basic oral prose and delivery to offer fresh insights on how gender affects how others hear and perceive you, and can affect your legal practice, your reputation for professionalism, and your career. Observe by example as Mr. Stark demonstrates what makes great speakers, and in particular Canadian speakers, great. Take part in improvisational exercises to put his techniques to the test.

You will learn:

- five key ingredients of oral prose
- how to use your own natural style to your advantage, and how to minimize what might seem to be disadvantages
- elements of effective oral and legal advocacy
- the do's and don'ts of public speaking
- how to handle questions during technical presentations
- how the nature of the legal profession exaggerates gender differences
- how gender affects interactions in the courtroom and office, and how to deal it
- what to say when your client is in trouble

### Schedule

- 8:30 *Registration and Continental Breakfast*  
9:00 The Five Key Ingredients of Oral Prose  
Enhancing the Message and Getting Started  
10:15 *Break*  
10:30 Matters of Style: Delivery, Voice, and Appearance  
12:00 *Lunch (on your own)*  
1:00 Visual Aids, Humour, and Dealing with Nerves  
What to Say when You/Your Client Is in Trouble  
Gender Communication Gaps  
The Informal Presentation  
2:15 *Break*  
2:30 Oral Argument  
Technical Talks and Presentation  
Matters of Professionalism  
4:00 Wrap-up and Evaluation

## Here's what Canadian audiences have said about Steven Stark:

- *The highest quality CLE program I have ever seen.*
- *Absolutely fantastic...it was amazing how he was able to hold our attention the entire day.*
- *Steven Stark is a joy to listen to.*
- *Highly practical - a speaker who obviously knows the issues. Best CLE I've attended in 18 years at the bar.*
- *Excellent program. Well worth the money and time.*
- *The best CLE instructor I have seen. He knows his subject thoroughly and conveys it extremely well.*
- *Top notch. A very practical and engaging seminar.*
- *Totally useful and enlightening – very results oriented.*
- *Steven Stark is a very engaging speaker and makes good use of speaking illustrations to make his points.*
- *Very useful - these are essential skills for lawyers.*
- *Very effective...bring Mr. Stark back.*



## Meet Steven Stark

A lawyer and former Lecturer on Law at Harvard Law School, Mr. Stark has a vast background in the fields of legal writing, communication, and inter-cultural studies and has taught writing and speaking to thousands of lawyers, judges, business people, and government officials worldwide. Once described as the David Letterman of CLE, he is the author of three books and has been a commentator for CNN, National Public Radio, and the Voice of America, where his role was to try to interpret American culture. In Canada, he has been a regular contributor to CBC Radio. He has been a columnist for the *Boston Globe* and *Montreal Gazette* and has written extensively in such publications as *The New York Times*, *Los Angeles Times*, *Washington Post*, and the *Atlantic Monthly*. He is a graduate of Harvard College and Yale Law School.

*See improvement in your next presentation!*

### **Registration form for *Speaking to Win: The Art of Effective Speaking for Lawyers***

Thursday, July 21, 2011 • 9:00 am to 4:00 pm

The Advocates' Society Education Centre, 17<sup>th</sup> floor, 480 University Avenue, Toronto

Name: \_\_\_\_\_ Call year: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### **Registration Fee**

\$425.00 + \$55.25 HST = \$480.25 (**Early Bird \$408.21 [HST incl.]**)

#### **Payment Information**

Cheque to The Advocates' Society for \$ \_\_\_\_\_ enclosed OR

Please charge \$ \_\_\_\_\_ to my VISA or Mastercard

Card #: \_\_\_\_\_

Card Expiry: \_\_\_\_\_ Signature: \_\_\_\_\_

To Register: Return this form with payment to Sharon Timlin, Program Coordinator, The Advocates' Society, Suite 1700, 480 University Ave., Toronto, ON M5G 1V2 Tel. 416.597.0243 Ext. 126 Fax. 416.597.1588 Email: [sharon@advocates.ca](mailto:sharon@advocates.ca). Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. Program content, speakers and location may change without notice. GST R#108070707

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