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## Masters in Litigation: Persuasive Presentation Skills

04/04/24 Livestream | 9:00am–4:10pm

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LIVESTREAM 04/04/24

# Masters in Litigation

Cosponsored by the Litigation Section of the State Bar of Michigan

## Persuasive Presentation Skills



### Speaker

David Mann  
Simple Message,  
St. Anthony, MN

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*The education provider of the State Bar of Michigan*

State Bar of Michigan, University of Michigan Law School, Wayne State University Law School, University of Detroit Mercy School of Law, Cooley Law School, Michigan State University College of Law

# Win Your Case with a Storytelling Mindset

CLE: 6 | Level: Intermediate

Your client is depending on you to fight for them and walk away with a victory. You know your facts, but do you know how to organize them into a narrative? You're standing up and speaking, but are you using your voice and body persuasively?

Get the answers you need from national speaker David Mann, a "story specialist" who teaches lawyers and business leaders using his background as a professional actor and director. Get grounded in a plain-language, persuasive narrative and go from nervous to confident to commanding.

You will be able to:

- Make your case facts more persuasive by packaging them as a story
- Create a storytelling mindset rather than reporter mindset
- Create opening statements that persuade before evidence is presented
- Adopt vocal emphasis to communicate the story between the words
- Use visuals effectively and translate complexity into simple language
- Communicate non-verbally with effective body language

## Past attendees rave about our annual *Masters in Litigation* series:

"Energetic and informative." "Excellent, engaging." "A breath of fresh air."



**David Mann**

Simple Message, *St. Anthony, MN*

David has taught story construction and presentation skills across the United States for over a decade. He uses his vast experience as an actor, director, and playwright to help lawyers clarify their messaging and win cases. He has created specialized programs for the Loyola School of Law and National Institute for Trial Advocacy, among others.

## Schedule

Please note: This seminar will be recorded. Livestream registrants will have access to the recording for one year.

- 9:00am** Welcome and Section Activity Update  
Hear from the current chair of the Litigation Section of the State Bar of Michigan.  
Joel Bryant, Miller Canfield PLC, *Ann Arbor*
- 9:10am** Principles of Persuasive Storytelling  
Develop persuasion beyond the logical argument. Create a storytelling mindset rather than reporter mindset. Incorporate persuasive themes and narratives. Orient your story as "pro-us" or "anti-them." Find story tension to make it more intuitively resonant. Incorporate storytelling principles into oral arguments and bench trials.
- 10:40am** Break
- 10:50am** Shaping a Persuasive Story  
Identify the persuasive core story. Build fact finder engagement with smart construction. Create opening statements that persuade before evidence is presented. Use visuals effectively. Translate complexity into simple language. Employ narrative construction for oral arguments and other non-litigation purposes.
- 12:20pm** Lunch on Your Own
- 1:00pm** Using Voice as a Persuasive Tool  
Adopt vocal emphasis to communicate the story between the words. Pause effectively to let key points resonate. Vary tone to retain fact finder attention. Eliminate vocal filler. Create a wider range of emotion to communicate more than the facts.
- 2:30pm** Break
- 2:40pm** Body Language and Rehearsal  
Own the space when standing or sitting. Communicate non-verbally with effective body language. Maintain confidence under pressure. Find a relaxed hand position between gestures. Incorporate oral delivery into the process of creating presentation material. Retain long passages without memorization.

## Section Members Save

Members of the Litigation Section of the State Bar of Michigan save \$20 on this seminar. If you're not already a section member, it's only \$25 to join. Be part of a dynamic community of more than 2,400 Michigan litigators.

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LITIGATION SECTION