












Tim W. Hrastar Associates Rapport Marketing®
Professional Education Workshop
Persuasive Communications in the Courtroom

The purpose of this workshop is to present practical ideas and techniques on how to win cases by communicating effectively to judges and juries using verbal and non-verbal delivery skills, and persuasion techniques creatively packed into your opening statement and closing argument. This workshop is presented with the emphasis on presentation and persuasion techniques—not courtroom procedures.

All trial lawyers—new as well as seasoned veterans—will learn ways to improve their courtroom presentation skills in this program. This is an interactive program that requires everyone’s involvement during question and answer periods, and during brief individual and team exercises. It is a fast-paced workshop packed with a lot of information where everyone will become more confident in their abilities to try cases.

Agenda

Topic
Introduction <ul style="list-style-type: none"> Overview of agenda and program objectives Q&A on courtroom communications challenges
Part I: Courtroom Demeanor <ul style="list-style-type: none"> Common presentation problems in the courtroom and how to correct them Using effective non-verbal delivery skills to be comfortable, build rapport, and be persuasive in the courtroom Getting the most from your vocal delivery style which complements your non-verbal delivery skills
Part II: Persuasion <ul style="list-style-type: none"> Using persuasive language Elements of persuasion—definitions and techniques to incorporate into all your courtroom communications
Part III: Persuasion in Opening Statement and Closing Argument <ul style="list-style-type: none"> The ingredients to good storytelling—how stories can communicate memorable messages that stick in juror’s minds Creating your case theory and theme—the foundations of your persuasive message The elements and structure, including do’s and don’ts, of persuasive opening statements—how to make the most of your best opportunity to create a positive view of your client’s case in the minds of the jurors The elements and structure, including do’s and don’ts, of persuasive closing arguments—how to make the most of your last opportunity to persuade the jury to render a verdict in your client’s favor



Rapport Marketing® Coaching, Consulting, and Professional Education to Help Good Lawyers Become Better Lawyers

