

Speaker Sheet

(Seminar Topics for Law Firms and Bar Associations)

1. Time Management for Attorneys - Work Smarter, not Harder

Length – 1.5 - 3 hours.

Content – In the business of law “time IS money.” Time management is one of the most sought after skills for attorneys, and one of the most elusive. This seminar includes specific tools Cami uses in coaching attorneys to be more productive and improve the use of their time. She teaches attorneys to use these tools in order to work smarter rather than harder. She offers a "paradigm shift" - a different way of viewing time and time management - and specific changes that attorneys can implement right away to use their time more efficiently, ease stress, and increase productivity. (Cami was a guest speaker on this topic at Women Lawyers of Sacramento, the annual California State Bar Conference and the ABA Section of Dispute Resolution Spring Conference.)

The 1.5 hour version of this workshop is approved for 1.5 hours MCLE credit.

2. Communication 101 for Attorneys

Length – 1.5 – 3 hours.

Content – Law school does not teach effective communication skills. Attorneys know how to argue, but this does not mean that they always communicate well. Effective communication starts with effective listening. Until you learn to listen, others are less likely to listen to you. But attorneys often do not listen well; as such, they unwittingly undermine the effectiveness of their communication. In this seminar, you will learn specific listening tools, including "reflective" or empathic listening, that will increase your ability to argue persuasively. After taking this seminar, and learning to truly listen - to what their clients are saying, to what judges are saying and even to what opposing counsel are saying – attorneys find they are more effective and persuasive. In this seminar, participants have the opportunity to work with one another to learn and practice specific listening skills.

This seminar also delivers information on “speech acts” – ways to speak clearly in order to

- get what you want – from associates, staff and clients; and
- make clear promises so that others, both inside and outside your firm, know what to expect from you, thereby building trust and stronger relationships.

See also the **Styles Of Communication** seminar topic below - a separate more specialized communication seminar.

3. **Accountability in the Practice of Law**

Length – 1.5 - 3 hours

Content: Accountability is the ability to account for all of your actions and results in order to generate the change and the results you desire in the future. It is the foundation for any true progress in one’s business. In this seminar, participants will learn to practice accountable language, attitudes and behaviors in order to assist them in taking responsibility for their actions in order to generate the results they want. Participants will learn that accountability is empowering and enables them to make positive changes in their firms, their practices and their lives. While it is sometimes challenging at first to stop blaming other people, or one’s circumstances, when attorneys learn how they can change their own behavior, they see dramatic positive results and decreased frustration. As attorneys model this behavior, this leads to firm-wide change. This seminar includes the opportunity to practice using accountable language, learning from the choices and results that we don’t want, and making changes that lead to the results that we do want.

4. **Building Trust in the Legal Community**

Length - 1.5 -2 hours.

Content – All we have to do is remember one or two of the hundreds of "attorney jokes" we've all heard to realize that in society in general, the level of public trust in our profession is pretty dismal.

This seminar lays out the problems we often have with the issue of “trust” in the legal community and involves discussion of the price we pay for lack of trust with clients, opposing counsel, and the public. It examines what will be gained if attorneys increase their level of trust and trustworthiness and contains specific practices lawyers can employ to build trust with others.

While this seminar may not equip you to suddenly cause others to develop an immediate trust in the legal profession as a whole, you will learn skills that allow people to develop trust in you.

This workshop is approved for 1.5 hours MCLE ethics credit.

5. Styles of Communication

Length – 2 sessions, each 2 hours.

Content – In this seminar, you will learn a particular matrix of communication styles. This matrix contains 4 basic communication styles - driver, analytical, amiable and expressive. You will discover your own style and learn how to determine the styles of other people. You will also learn the best and most effective ways to communicate with all different styles. This seminar is valuable in law firms as it provides the opportunity for firm members to learn how to communicate and work with other styles within the firm more effectively. It also teaches staff and attorneys how best to communicate with different types of clients and even how to improve arguments to the court. Anywhere you need to be heard and understood, these tools are invaluable.

In **Part I** of this two-part series, you will identify your personality style and learn about your strengths and challenges. You will also learn how to determine the styles of others. This part can stand alone and convey value in communication without part II of the series.

Part II of this series goes deeper into identifying other people’s styles and is mainly focused on how to communicate with different styles so that others can best

hear you. This is a way to be most persuasive with different types of people, whether they are staff, colleagues, clients, opposing counsel or even judges. (Part I is a prerequisite.)

6. **Persuasive Communication: Getting Others to do What you Want Them to Because They Want to**

Length – 1.5 - 3 hours.

Content: What is the difference between argument (taught in law school) and persuasive communication? The tool we teach for persuasive communication is that of “enrollment.” Enrollment is a way of “selling” that generates a high degree of ownership in the person you are selling to. Enrollment is everywhere in the practice of law. We enroll potential clients in allowing us to represent them. We enroll the court in finding in favor of our client. We enroll our staff into doing their jobs and doing them well. Cami teaches a particular model – the R.E.A.L.I.T.Y. model – that is a specific method for communicating with people in this way. As Dwight D. Eisenhower said, *“Leadership is the art of getting someone else to do something you want done because he wants to do it.”*

Participants will learn how to:

- Easily create rapport and trust;
- Ask the right questions;
- Listen so others feel heard; and
- Speak in a way that others are compelled to take the path you suggest.

7. **Values-Based Living for Lawyers**

Length - 1.5 – 3 hours.

Content – Since so much of what we do or don’t do stems from our values, attorneys can find it very useful to learn and discover what their values are, and how to work with and use those values to enhance their business and their business relationships. In this seminar, you will learn the concept of values, values-

determination and values-based decision-making. This seminar contains specific tools on discovering your values. (They are often different than you think!) We will show you how to use that knowledge of your individual values, along with decision-making based on those values, to make practicing law a lot easier.

When given in law firms, this seminar includes not only values-clarification for individuals, but also determination of firm-wide values. Clearly articulated values can guide decisions and behaviors more effectively. A determination of firm-wide values also gives rise to a sense of all members in the firm holding the same priorities and being “on the same page.”

8. **Needs Assessment (Create Your Own Seminar or Workshop)**

Length - Variable

Content: The Needs Assessment is an opportunity for you to sit down with Cami and discuss what particularized needs you see in your firm. Once you have identified overall patterns of behavior that could be improved in the firm, you will discuss with Cami the specific issues on which you would like coaching, whether firm-wide, team-wide, or group-wide. You may choose a particular part of your firm – support staff, for example; or attorneys; or a particular group or team – and determine what this segment of your firm needs to become most effective and productive. Cami will then design a workshop specifically for you. The workshop designed may be a 1 – 1.5 hour talk; or it may be a weekly series of group coaching for a period of time (typically 3 – 8 weeks). It is completely determined by the needs of the firm.

Seminar Prices:

Seminars can be adjusted typically from 1.5 to 3 hours. 1.5 hour seminars are mostly presentation of the information, whereas 3 hour seminars are conducted in a workshop format where the group is led through a series of exercises designed to develop specific ways of implementing the material individually and as a team. 3-hour workshops involve much more in-depth practice of the content and creation of a specific action plan for participants to work on post-workshop.

***Contact Cami for a proposal specific to your firm or organization.
Cami@mclarencoaching.com***

Included in all flat rates is a workbook and one free coaching session per person to be set up after the seminar. Seminars given outside Sacramento will also incur travel time and costs.

All workshops correspond to material in Cami McLaren's book Coaching for Attorneys: Improving Productivity and Achieving Balance, ABA, 2014. Cost of this book is \$49.95. You have the option of purchasing a workshop that includes a copy of the book for each participant at the rate of \$39 each, including tax.