

# HOW CENTER STAGE IMPROVES LEGAL PRESENTATIONS



Lawyers are often featured speakers at professional conferences and client events. These events can showcase a law firm's talent and expertise. A memorable presentation will enhance the prestige of both the firm the attorney represents, as well as the individual.

Too often attorneys assume that their credentials alone are more than enough to impress an audience who is forced to listen to them. They can lose sight of the importance of honing their delivery and content, just like every other person who speaks and expects to be successful.

## EXAMPLE

Early in his career, Ray, a rising young legal star, made partner at his highly regarded law firm. He was internally thrilled to be on the inside of the decisions during partner meetings. But after a few years, he was baffled about why none of his suggestions were ever accepted. After he completed Center Stage, this changed. "Now," he told us, "almost all of my recommendations are approved."

## CENTER STAGE TIP

How you sit during a meeting, where you place your arms, hands, spine, and even legs under the table can impact how others perceive you. Words are important, and so is your body. Make sure your spine is lengthened; your arms are relaxed and free; and that your feet are energized when it is your time to speak and you are seated.