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560 Wheeler Road, Hauppauge, NY 11788  
(631) 234-5588



## **HOW TO RUN AND GROW YOUR LAW FIRM** **How to Become a Powerful Communicator**

### **FACULTY:**

**Jane Hanson, CEO/Founder**  
**HHH Productions, LLC**

**Moderator:**  
**Karen J. Tenenbaum, Esq., LL.M, CPA**

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**Jane Hanson** is an Emmy award winning television journalist and coach and has spent over 30 years helping people communicate better. Not only does it enhance their presence, and ensure they resonate with every type of audience, but in today's fast paced world, it is imperative to be on one's game 24/7. Hanson focuses on three core elements: what you say, how you say it, and how your body language keeps it all in sync. Hanson is the founder of HHH Productions, a boutique media and presentation training consultancy, and a contributor to Forbes.com

Among her diverse array of media and presentation training clients: top tier leaders of corporations spanning the fields of finance, insurance, startups, technology, education, design, fashion and media; publishers and editors in chief of numerous national magazines & brands; key opinion leaders in the pharmaceutical industry; internet entrepreneurs; chefs and restaurateurs. She is also a contributor to Forbes.com ; hosts programs on cable channels and private streaming broadcasts, covering nearly every subject, from health care to food, pop culture, finance and religion. And she is a frequent speaker, emcee, and panel moderator.

Jane Hanson grew up on the prairies of rural Minnesota--- coming to New York three decades ago to join the NBC networks. She began as an anchor and correspondent for WNBC New York. In 1988, Jane was named co-anchor of "Today in New York". Later, she became the station's primary anchor for local programming and the host of "Jane's New York." She covered events ranging from the tragedy of 9/11 to the joy of Yankees victory parades to Wall Street and Washington; has interviewed presidents, business magnates, prisoners, and celebrities; traveled as far as the Gobi Desert of Mongolia and the great depths miles below New York City for her special reports. Most recently she hosted a daily entertainment and lifestyle program, *New York Live*, for NBC4 in New York City.

Hanson is a Past President of the New York Chapter of the National Academy of Television Arts and Sciences. She is a graduate of the University of Minnesota.



## Chapter 8: Dare to be a risktaker

### Lesson 1: How to get out of your own head/vulnerability:

We've helped you discover your audience, polish your message, and learn some awesome delivery techniques ... you're ready to go.

But there's still that little nagging voice in your head telling you: no I can't put myself out there. I'm not ready. **Self doubt** steps in: I'm not sure what I have to say is important enough. I don't want to appear silly or stupid.

This is all in your head. And you're not alone. We've already told you: More than 77% of us are afraid of public speaking. It's normal. But here's the deal: You can do it. And you can do it well.

Seems counterintuitive. But you start by **allowing vulnerability**. and Brene Brown says

#### QUOTE

**The vulnerability paradox: It's the first thing I look for in you, and the last thing I want you to see in me. ~ Brene Brown**

#### SLIDE

**Glossophobia:** that excessive fear of public speaking that I talked about earlier ... it's all part of the human fight or flight experience. It helps when you are willing to be vulnerable. Here's what can help too: Just before you take the stage or

screen -- **Visualize your success.** Positive thoughts can help relieve anxiety.

**Do deep breathing just before you speak: three counts in hold for three. Three counts out do it three times.** . This can be very calming.

All of this lets you feel more connected, more authentic, and challenges you to grow.

Also remember that the audience wants you to succeed—its like riding a bike. Once you do it well, you will grow and thrive—and savor the opportunity to present.

## Lesson Two: Passion

Now you must add another element: **your passion**. The reason you are speaking usually is because you feel passionate about the subject. You want to share. But it won't resonate if you don't allow your passion to show.

I will also tell you even people with the highest level jobs are afraid of showing their passion. They fear it. They feel showing their excitement will diminish their authority or their credibility. That they'll be regarded as stupid. Exactly the opposite happens.

Remember that it has to be your words, your thoughts, and your passion. In the words of DH Lawrence:

*quote*

*"Be still when you have nothing to say; when genuine passion moves you, say what you've got to say, and say it hot."*

Here's a little trick: I want you to right now record yourself answering the question: **what do I like most to do with my time**. Then do it again, only this time make it super dramatic as if you are talking with your soul, on a stage where everyone needs to hear it. Now listen to both recordings. Which is better ... I guarantee it's the one where you are passionate.

## Lesson Three: Compassion & Empathy

Passion works in speaking ... but there's something else that is equally as important especially in today's world ... empathy & compassion. Definitions: **Empathy** is the capacity to "share" the feelings of others while **compassion** is the capacity to not only share feelings but also feel compelled to do something about them.

We've talked about getting to know and understand your audience.

Words like .. perhaps you're thinking ... or "maybe you're asking how does this work". "or "I too was shocked when I realized this ...". Put yourself in their shoes. Audience members feel as if you are talking directly to them.

In short empathy fuels connection:

Keep them in the game. And you do that by making them feel you appreciate their watching. And you have their best interests at heart in what you are saying

## LESSON FOUR: Amplify your message: Dare to be strong

Ok you're ready. A few key points:

### SLIDES/GRAPHICS

**Don't expect to be perfect** right away. It takes time, like anything else. And if you stumble, its ok. Makes you human

Remember to focus on **purpose**. It chases the butterflies away.

Grab them at the start: a strong open keeps an audience engaged

**you have to be you** --- don't try to be someone you're not.

Rehearse .. but don't **overpractice**.

**Talk versus read** ... this is for the ear and not the eye

**No caffeine or dairy** before you start ... both will affect your voice

**Don't overthink:** you're ready ... just get in the flow.

**Warm up:** athletes, musicians, everyone does it. Get your voice warm . Some people sing, some read outloud,

**Keep your energy up:** play your favorite music, jump around, do some yoga, whatever gets you psyched

And someone told me this a long time ago: **smile on the inside**. It comes shining through.



## Lesson 5: The End

Some final words: I want you to concentrate on making your speech your own. While I've given you some alleged rules, there really are none ... other than to invest in your audience and be relatable

Great speakers use the power of their words, the eloquence of their voice, their confidence and body language with maximum impact.

As Deepak Chopra says:

*Words can wound or heal. The purpose of speech must always be to create joy in the listener".*

But it was a 19 year old ... the youngest Nobel Prize winner Malala – who gave one of the one of the greatest speeches ever ... and not very long ago... Malala was shot in the head as a teenager in Pakistan for her advocacy for young girls education. In her eloquence on stage she said:

*"One child, one teacher, one pen and one book can change the world."*

*When the whole world is silent, even one voice becomes powerful."*

It proves that no matter who you are, what age, what part of the world, you too can be a great presenter. Allow your passion to show, believe in your mission, tell your story and have fun!

**Jane Hanson**

**genconnectU e-Course**

powerful presentations = change your career

**Chapter 1: Secrets of Great Presenters**

Lesson 1) Everybody gets scared

Lesson 2) Find your purpose

Lesson 3) Less is more

Lesson 4) What makes you memorable

Lesson 5) PDF – Exercise – Self assessment

**Chapter 2: Who are you talking to?**

Lesson 1) Who are they, what do they know

Lesson 2) Why should they care

Lesson 3) How to Target Your Audience

Lesson 4) How To Engage With Your Audience

Lesson 5) Mingle first

Lesson 6) PDF of questions

**Chapter 3: Prioritize Preparation**

Lesson 1) start with an outline

Lesson 2) gather your data

Lesson 3) make your slides professional/one thought per slide

Lesson 4) find captivating visuals

Lesson 5) PDF links to great presentations

**Chapter 4: The Open**

Lesson 1) First layer of the sandwich: set the stage

Lesson 2) Strategies to make it impactful

Lesson 3) Strategies part two

Lesson 4) How to transition to the “meat”

Lesson 5) PDF of Strategies

**Chapter 5: The Middle: Meat of the sandwich**

Lesson 1) Your key message

Lesson 2) The wave of presentations: flip chart

Lesson 3) Magic of storytelling

Lesson 4) Be Interactive

Lesson 5) Tricks to keep yourself interested

Lesson 6) Formula for creating a great presentation

**Chapter 6: It's all about the Delivery**

Lesson 1) Voice: variety essential. Tips for cadence, pace, pausing, volume,  
Lesson 2) Gestures: hands are our second language  
Lesson 3) Eyes, face, head: gateway to soul, expressions MUST be in sync  
Lesson 4) Strategic movement:  
Lesson 5) Dress  
Lesson 6) memorize v bullets/props

## **Chapter 7: The Close**

Lesson 1) Wrap it up/call to action  
Lesson 2) Manage the time  
Lesson 3) Answer tough questions with ease  
Lesson 4) Dare to be direct: say what you mean  
Lesson 5) The End

## **Chapter 8: Dare to be a risk taker - Get Uncomfortable!**

Lesson 1) How to get out of your head/vulnerability  
Lesson 2) Let your passion show: passion sells  
Lesson 3) So does compassion especially now  
Lesson 4) Amplify your message: Dare to be strong  
Lesson 5) Breathe: it eases fear, helps our voice, and makes everything better  
Lesson 6) PDF - Practice Exercises

# Chapter One: Secrets of Great Presenters

## Lesson 1: Everyone Gets Scared

Hello there. I'm Jane Hanson ... and I can still remember the first time I had to make a major presentation --- My hands were sweaty, knees were shaking, my voice was crackling, and I was sure I'd have momentary amnesia—and forget why I was even there ... fast forward a few years and today I love being in front of an audience or doing presentations virtually ... why? Because I set out to overcome the fear ..knowing that being a good public speaker would enhance my career and thus my life. it's worked. I believe ANYONE can do it.

The fear of public speaking even has its own name – **Glossophobia**. It's been said that people would rather be in the casket than deliver a eulogy ... And about 77% of the population has it at one time or another.

for some its debilitating .. but even if it's just a mild case —it can deeply effect you --- it may prevent you from taking risks to share your ideas, talk about work, help find solutions .. and that's an opportunity lost. Plus if you allow it, you'll never get out of it

There are a lot of theories about why people get it --- but experts agree that there are four main causes.

**it's physical:** our nervous system goes into overdrive ... we develop anxiety sensitivity – and worry about performance --- fear we will be a shaky speaker.

Then there are our **thoughts:** what do we believe about how we will do --- it may mean we overestimate what speaking means

... that we'll be evaluated and a bad performance will affect our image or credibility ...

Third : **Situations:**

Lack of experience, there's a status difference ... like when you speak before the boss ... or there are new audiences that you have never seen before

And finally **skills**: how good are you? Are you trying to get better?

But how do you go from fear to loving it? That's up next

## Lesson 2: Find Your Purpose

We've described what the fear is .. now how do you cope?

The single most important step you can take is to focus on your **purpose**. Once you have that nailed, fear can magically disappear

So ... Before you even begin to prepare, answer these questions:

### Graphic Questions

Why am I making this presentation

Who is it for

How will it accomplish my goals

Do I want to **inform, persuade, instruct or entertain** ... all of those are valid reasons but which is it for you-- sometimes it's a mix.

None of this is new btw .. It was Aristotle and Quintilian 2400 years ago in ancient Greece that described these reasons for speaking. Quintilian even wrote 13 volumes about it and much of that is still used today. He argued that public speaking was inherently moral and the ideal is **"a good man speaking well."** And it was required – a civic duty – that men speak.

Next question: **how will you adapt** – and be flexible enough to adjust to new input and unexpected audience reaction.

Then lastly ... why is it good **for them**. Your job is to connect with your audience, make it personally relevant, and impact their thinking and behavior. If you don't – it's a wasted opportunity ...

## NUMBERS

Consider this: somebody came up with this stat – there are **35 million ppt presentations** every day in the world ... and the costs of doing a poor job ... yeah somebody actually figured this out ... are around **\$252 million per day** when you consider the time and salary of those listening ... That's a lot of money.

When you step back and analyze what you are doing and why, it gives you perspective and makes your prep better.

### Lesson 3: Less is More

Here's the next trick of great presenters .. **they know less is more.** Like most people you wouldn't be giving the presentation unless you are the expert. Which means you have mountains of information on the subject. How will you whittle it down?

Don't try to cram ten pounds of info into a 5-pound bag. It won't work and your audience will stop listening. Lengthy means too much info. And the human brain can't absorb it

The average presentation is **20 minutes** ... you want to stick to that. Why?" cutting down on your speaking time forces you to do plenty of editing.

It's the old Mark Twain quote: *if I had more time I would. Have written a shorter letter.* Editing takes time – but it's worth it. There's a lot you can trim -- the silly jokes and the "I'm so happy to be here's." only include the information that the audience actually cares about. and you get to focus on what is truly important.

Plus – think about this. **What's Abraham Lincoln's most memorable speech?** Gettysburg address. And how long did it last? two minutes. It's impact has been with us for decades.

Back to the 20 minute rule: No one can remember more than three points.

And after twenty minutes, no matter how interested, focus runs out , and unless you reengage, your audience is done. Now, I'm not saying people will automatically listen for 20 minutes ... if you're not careful about your words and delivery, people will lose focus after only a few minutes — we'll talk about that later.



What this 20-minute rule does is force you to be deliberate. It's not just a litany of punchlines – rat-a-tat-tat... but a whole creation.

## Lesson 4: What makes you Memorable

The last trick of great presenters: they are **memorable** without even seeming to care. How do they do it:

### LIST ON SCREEN

Never lecture: Teach, don't preach.

Appeal to emotions: people remember how they feel

Tell stories: we are 22 times more likely to remember a fact when it's weaved into a story

Keep it simple

Get personal

Speak from the heart

And engage each audience member--- Barack Obama does this by saying **We' instead of 'I'** – which helps form a bond with the audience.

Sound simple? We'll do a deep dive into that in the next chapter

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For some speakers, moving in the space they are speaking in can feel intimidating. However, having some movement in your speech can provide variety for the audience and keep their attention. The amount of movement depends on the size of the space you're speaking in. If you're speaking in front of a room, such as a classroom, consider having three spots to land on: the middle and both sides. Always start and end the speech in the center position. When you walk to one side of the room or the other, plant your feet and stay still for a few minutes. Resist the urge to pace! Pacing makes the audience feel nervous and is distracting. Movement should always be purposeful and to help to engage the audience, not to take away from the speech. Watch for other nervous habits such as shifting weight from side to side, tapping a leg or a foot, etc. If you have a nervous habit, moving to different parts of the room throughout the speech will actually help you. Don't be afraid to try it. The most confident speakers use the space they are in and aren't afraid to be near their audience.

The stage is yours for the taking, so put it to good use. Moving around on stage tells your audience you're comfortable in your own skin. You don't want to stay in one place all throughout your presentation. Rather, you want to move around from one spot to another. Move naturally though, you don't want to look like you're moving around just for the sake of it!

Even if you've got a podium, you don't want to hide behind it. Sure, that can be your starting point, but after one slide or two, you may want to step out from behind and show yourself to your audience. Some people use podiums as barriers to put a distance between themselves and their audiences.

### Lesson 3). Eyes, face, head

Eye contact is essential – they are the gateway to the soul. a good idea is to find people in the audience you can connect with through your eyes. Facial expressions can do so much to help your audience connect with you as a person. When people see you're sincere in whatever it is you're talking about, they'll be more likely to engage with you. When you look like you truly believe in your cause, then you'll get more people to join you than if you look like you're only doing lip service.

Try talking in front of a mirror. Or better yet, video yourself while you practice your speech. Then analyze your facial expressions. Do you look like you believe in what you're saying? Or are you only going through the motions of presenting?

Your face will tell your audience whether you're someone they can trust. So, show them and use facial expressions appropriately.

Some presenters are afraid of facing their audience, they tend to *show their backsides* more often than not. This right here is an example of bad body language during a presentation! It's just rude, plain and simple. What's even worse is when you continue talking while your back is turned to your audience!

If you need to go do something on stage, you can try walking sideways – this will at least allow your audience to still get a glimpse of your face. You don't want to break your connection with your audience, so please, avoid turning your back on them!

### **1. Point at your presentation slides**

It might sound simple enough, but many presenters forget this simple tip. Pointing at your presentation slides will help your audience focus on you. If they've been distracted by something, your movement and your hand gestures will help them re-focus and pay attention back to your slides.

## Chapter 7: The Close

### Lesson 1: Call to Action

We're nearly done .. but one last bit of business: and it to is important: **the close**

Here's what I see ... presenters who never bring it home. They forget to end their presentation with a call to action ... what do you want the audience to do with the information you just gave them ... **FIGURE IT OUT AND ASK FOR IT.** Because if you don't it can undermine what you've just spent days putting together.

Throughout your presentation you have reinforced your key message. Choose the three or four points that proved it, and add a call to action.

But what is that?

Ask yourself this important question:

**Question on screen**

**what do you expect your audience to do with the information you have just given them. Do you want them to buy something?**

Perhaps spread the word about your product. Did you teach them something they now should put into action? Or were you there to entertain. This of course goes back to the **purpose of** your presentation. Present a call to action.

Here's where you give your listeners clear and specific actions to take ... and be sure you use strong, active verbs.

And hopefully you've come full circle, by consistently repeating your core message or theme throughout.

Repeating it can create a powerful conclusion.

## Lesson 2: Strategies to Be Effective

There are many ways to create an effective close – but whatever you choose make it an effective emotional high.

### Graphics?

One:

**Set up a question** during the introduction and finish your speech by answering it

**Two:** tell a story ... or you could be finishing a story you started during your presentation. Perhaps it's a customer experience anecdote, or a personal event. Use the story to illustrate your core message.

**Three:** Give your presentation a memorable title and then use the title to conclude the speech.

**Four:** Use a powerful quote

Make sure however that's its not a cliché ... one that hasn't been hear too often. For that, turn to today's personalities; that will ensure it's fresh to you and your audience. And make sure its relatable to the theme of your talk ... so it resonates

Use a short but powerful sentence. And sometimes consider the group of threes ... three effective strong words:

Blood, sweat and tears - General Patton

I came, I saw, I conquered - Julius Caesar

Or a memorable sentence ... especially effective in today's twitter world

Like Steve Jobs' famous last line at his commencement address at Stanford University: "Stay hungry, stay foolish."

### **Make them laugh.**

Just be sure to choose or craft a joke that will echo the main point of your presentation.

**Tell a surprising or shocking fact** .. this is sure to re-engage

Or you could simply use a **powerful image** that you leave on the screen. Give people time to think about it



### **Lesson 3: Energy up**

By now you're probably exhausted ,, the adrenalin has worn off ; you're wrapping up something you've worked on for awhile .. this is no time to be lax. If you aren't enthusiastic about your presentation why should they be?

A few tricks to keeping your energy up:

Like a marathon prepare for a big wrap up as you cross the finish line ---

While you've started with a grabber leave something special for the end – a great story, fabulous stat, super image that has you excited to share

Be mindful of your voice: Adapt it depending on what are you're saying. And stay hydrated. With you doing most of the talking your throat might be dry.

Get personal – your feelings about the theme

Keep your expectations high

Remember when you've done it well ..

And that we're all just people who want the good information you have.

Here's also the point where you have to think on your feet ... there may be questions, and handling them could be tricky. One

great method is to elicit questions throughout the presentation – where they are appropriate and easier to manage.

If you do wait till the end, don't use the slide that says "questions" – use a strong image instead. It is far more appealing and makes your point through imagery. If you've asked for questions and worried there won't be any .. plant one with a friend or colleague; or you can always ask a question of the audience yourself ..make it open-ended or ask whomever seems to be the most confident person in the room for their opinion .. that always works. They like to talk

And finally make sure they know you're done. You can simply say Thank you!



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