

# Brain Friendly Arguments: Communicating Effectively with Judges, Juries and Clients



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## LIVE and WEBCAST PROGRAM

Wednesday, Jan. 12, 2011  
NC Bar Center  
Cary

**CLE Credit: 3.0 Hours**  
Plus 2 Video Replays

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A divorce case is lost because the judge cannot follow the attorney's logic. A jury awards a paltry sum because the attorney did not tap into the emotions of the jury. A patent infringement case is lost because the jury did not fully appreciate a key argument in a complex case. A civil trial is lost because the opposing counsel was better at painting a better, more memorable picture in the minds of the judge and jury.

As technology becomes more sophisticated, so do our cases. We must be able to teach our clients, judges and juries the technical intricacies of our case in way they can follow. It is very hard to win a case if the decision makers do not understand what they need to. This presentation explores the science of how we process information and the ways we can communicate clearly, powerfully and memorably so we can get the results we want.

Topics include:

- Breaking down the barriers to communication to clients and juries
- Using cognitive psychology to enhance retention by judges and juries
- Choosing a language style appropriate for the audience, situation and information
- Controlling the emotions of a jury with humor, gestures and voice
- Using story telling to paint their picture in their minds
- How and when to use visual aids in the court room

## The Fine Print

### Registration

Registrations (including door registrations) are limited to available space, which may include a live video broadcast overflow room. Registrations received the week of the program or at the door cannot be guaranteed a book.

### MCLE Credit

The NC Bar Association Foundation is an accredited CLE sponsor under the MCLE Regulations promulgated by the NC State Bar Board of Continuing Legal Education. This program is approved (but not sponsored) by the Board for the designated number of CLE hours. It is the responsibility of each attorney to maintain a record of his/her attendance at CLE programs for the NC State Bar annual report. MCLE credit is reported only if NC State Bar number is provided.

### NCBA CLE Passports

“Traditional” Passport holders exceeding the 30-hour limit for NCBA Members or the 15-hour limit for Paralegal Division Members will be charged \$75 per program. “Hybrid” Passport holders exceeding the 12-hour limit for live or video replays will also be charged \$75 per program.

### Transfers

Registrants may transfer from a Live program, Video Replay or TeleSeminar without penalty within three working days after the program date. A registration may be transferred once. Registrants may not transfer to/from a CLE Webcast, a CLE Webinar, CLEonTheGo or a CyberCLE program unless they are “Virtual” or “Hybrid” Passport holders.

### Cancellations

Cancellations must be received by 9 a.m. the third working day prior to the program to qualify for a refund (less \$25 admin. fee). Those not attending receive program materials (if included in tuition) in full consideration of tuition paid.

### Inclement Weather

NCBAF makes every effort to notify registrants when a program is cancelled or delayed due to weather. If inclement weather is forecast, please check your local news listings or contact the location where your program is being held. Bar Association programs will follow the work schedule of the hosting institutions, to include delayed openings.

### CLE Scholarships

A limited number of scholarships are available to members in financial need. Contact Membership Services at 1-800-662-7407.

## Agenda

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|-----------------|--|
| 12:30–1:00 p.m. | Registration   |
| 1:00–1:15       | <b>Introduction to Communicating Technical Information to Clients, Judges and Juries</b><br>Learn why your delivery matters and how non-lawyers can help.  |
| 1:15–1:40       | <b>Identifying and Addressing the Barriers to Communication</b><br>This session shows you how to get through to your clients, judges and juries, and how to get them to open up.   |
| 1:40–2:00       | <b>Reading Body Language</b><br>Learn how to read body language, voice and other cues so you can effectively assess your audience. Gain insight into what subconscious cues people give off and what they may be telling you.      |
| 2:00–2:10       | Break  |
| 2:10–2:30       | <b>Using Cognitive Psychology to Enhance Retention by Judges and Juries</b><br>This session teaches you how to get juries and judges to accept and retain information during hearings and trials.                                  |
| 2:30–2:50       | <b>Choosing a Delivery Style</b><br>How does word selection (power words, jargon, metaphors), dress, posture and tone affect others? Learn how to choose a delivery style appropriate for the audience, situation and information. |
| 2:50–3:10       | <b>Tapping into the Emotions of People to Influence Behavior</b><br>Learn how to create and use emotions to drive juries and judges to act.  |
| 3:10–3:20       | Break  |
| 3:20–3:40       | <b>Effective Story Telling</b><br>Learn how to paint a powerful picture and combat opposing counsel’s picture  |
| 3:40–4:00       | <b>Visual Aids</b><br>Learn how and when to use visual aids, and gain insight into what makes visual aids powerful or weak.  |
| 4:00–4:20       | <b>Conclusion – Putting It All Together</b>  |

## Speakers

- *Sidd Chopra* PMP, DTM, Analytrix LLC, Raleigh
- *Dr. German Garcia-Fresco*, Analytrix LLC, Raleigh

*Sidd Chopra* is the founder of SpeedSpeak.com, a consortium of top executives, professionals and academics who are also world-class public speakers and president of Analytrix, LLC, a software company that helps organizations optimize their use of online resources. He is a Certified Project Manager and a Distinguished Toastmaster (Toastmasters International's highest award). He has served as President of the Council for Entrepreneurial Development's Toastmasters Chapter, Vice President of the North Carolina Project Management Institute, and as a member of the national board of directors for the Network of Indian Professionals. In 2002, he was a finalist in a national public speaking contest.



Currently, he is fulfilling his second 3-year term on the Strategic Advisory Board for the Computer Science Dept. at NC State University. As a software developer and a professional public speaker, Sidd has been studying the presentation of technical information almost 20 years.

*Dr. German Garcia-Fresco* obtained his PhD. in Molecular Neurobiology at the University of North Carolina. He has received numerous awards including the President's Award for excellence in genetics and biochemistry. His research has led to advances in the field of neurobiology, contributing to mechanisms involved in neurodegenerative diseases. His research has been featured in top scientific journals as well as *New York Times* and several news channels around the world.



Over the last few years, he has been focused on the behavioral aspects of brain functioning specifically decision-making, emotional control and creative enhancement, and is trying to develop techniques to increase neuronal performance.

“[T]o be successful in our profession, an attorney must be persuasive. The audience may be opposing counsel, the judge or a jury. Not only must we “get it right,” we then have to articulate our position in such a way to be understood.”

Assoc. Justice Paul Newby  
NC Supreme Court

“What you did was extremely useful as an eye-opening kick in the head to remind me of what most of my presentations are all about. I wish I could have bottled your presentation.”

Joseph H. Mitchiner, Attorney  
Mitchiner Law Firm, PLLC

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Register only at [www.ncbar.org/CLEWebcasts](http://www.ncbar.org/CLEWebcasts)

NCBA Member \$255

Non-Member \$290

Virtual or Hybrid Passport \$125

*Traditional Passport and Early Bird tuition rates do not apply.*

Attend a Live Webcast from the convenience of your office or home computer.

Download and print program materials. Webcasts do not count against the 4-hour per credit year limit for computer-based CLE.