

1,315,561

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The Rider

I intend to be interesting, credible, authentic, convincing, and persuasive. I will provide my audience what he, she, or they need to know and will leave them with a positive and lasting impression.



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The Elephant

- The Two Tyrannies
- Stage fright
- Being perfect
- Looking for their approval
- I'm a professional, I'm not supposed to be interesting
- Imposter Syndrome
- Stereotype Threat



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Agenda

- Five Traits
- Similar, but Different
- Commodification Bias
- Being Different in a Crowded Market
- Finding True Differentiation
- A Growth Mindset
- Playtime
- Messaging and Audiences
- Networking for Introverts



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Five Traits Activity

- Rearrange yourselves into like minded groups by answering the following:
- What expectations/traits would _____ lawyers be expected to have as viewed by decision makers?



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The Commodification Bias

- The Herd and Flocking
- Organic Collusion
- Benchmarking
- Socio Economics and the Car Club



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Similar, but Different

- The Goldilocks affect
- Optimally distinct



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Being Different in a Crowded Market

- Reversal
- Breakaway
- Hostile



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True Differentiation

- Embrace Lopsidedness
- Create Blue Oceans
- Find White Space



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A Growth Mindset



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A Growth Mindset

Let the Games Begin



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Warm Up

What's Beyond?



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Team Challenge

Alphabet



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Query

If you were being described by others after having met you, what three words would you like them to use?



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Individual Challenge

Who am I?



Team Challenge

Slide Show



Your Message

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Components of Your Message

- **Resonance:** Embraces both the emotional and the rational
- **Differentiation:** Overall differentiators and perception of uniqueness
- **Curiosity:** Begs further inquiry
- **Joyful:** Displays energy, enthusiasm, and hope



Considerations in Developing a Message

1. Who are you helping?
2. How do you help or what problem(s) do you solve?
3. What is the greater good?
4. How do you work with and through others?
5. How do you prove you are effective and how will they know?
6. What distinguishes you?



Messaging Activity

- Work as a team
- Craft an amazing pitch/tagline/story
- Be prepared to present, followed by a quick debrief
- Identify role audience member(s) will play
- Take a risk



Approaches to Messaging

- The benefits-focused speech, “I help...to...by...so they can...”
- The people-centric approach, “I represent people who need...”
- The provocative statement, “I work with people to beat the system, legally.”
- The “You Know How” introduction, “You know how when you find yourself in a situation like...”



Team Challenge

Emotional Symphony



On Being Authentic

- The alignment of your inner values with your external behaviors
- Embracing your difference
- Failing up
- Believing in your worth/value/message



The Audiences



The “One-to-Many” Audience

- Attend to verbal and non-verbal clues/ reactions
- Accept the 5% rule
- Speak their language
- Avoid the “curse of knowledge”
- Employ your “hidden want”



The “One-to-One” Audience: Physicality and a Favorable First Impression

- **Firm Handshake:** 2 seconds
- **Open Stance:** Stand with an open posture with your legs apart and feet facing the person and arms ready to gesture
- **Erect Posture:** Shoulders back
- **Varying Tone:** Using your voice pitch, rate, and rhythm
- **Eye Contact:** Direct but not intensely so
- **Non-Verbals:** Appropriate to the speaker’s responses
- **Duchenne Smile:** Crinkles the corners of your eyes
- **Exchange Cards/Contact Info as Appropriate:** Visual trumps Aural



Individual Challenge

Your Message and
Your Three Words



Dealing with Stage Fright

- Practice out loud!
- Know the first 60-90 seconds by heart
- Focus on connecting and purpose
- Be likable, not perfect
- Leverage your nervousness
- Start with speaking to a friendly face
- Accept that love is not universal
- Believe you have something to say that can help



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Team Challenge

Newspaper



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Next to Last Words: Networking for Extroverts

- Facilitate introductions to others, "What brings you here?"
- Be other focused 20/80 rule
- Refrain from dominating unless as a catalyst
- The greatest gift is in the giving (of the stage)
- Do pre-work on multiple attendees
- Volunteer as a "wing person"
- Don't be the last to leave
- Give your card first, then ask for their card, as appropriate
- Approach those on the periphery



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Last Words: Networking Event Checklist for Introverts

- Act as a host
- Facilitate introductions as an exit strategy
- Remember that you have a vision
- Be interesting by being interested
- Be joyful
- Share Emily Post's 10-minute rule
- Do pre-work on attendees and set a time limit
- Bring along a "wing person"
- Recharge and reward yourself
- Set up one-on-one meetings
- Approach those on the periphery



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**Before we close:
What needs clarifying?**



All In Challenge

Freeze Tag



Thanks for Listening

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