

The Power of Persuasive Storytelling

For two hours of compelling and captivating content on how storytelling can change minds and move people to action, join Jeffrey J. Kroll, from the Law Offices of Jeffrey J. Kroll, Jennifer Fernicola, Attorney and CPA turned Writer/Blogger for ChicagoNow and Chicago Bar-Tender; and Rob Johnson, CBS 2 Anchor on Thursday, January 28, 2010 from 12:00-2:00 p.m. (2 IL MCLE Credit)

Every child loves to be told a story. And most every grownup loves a good story as well. But more than a form of entertainment, journalists and trial lawyers know a well crafted and presented story is essential to hold an audience whether a reader of your blog, a viewer of your newscast or a jury deciding a multi million dollar personal injury case. A good story personalizes the world around us, it touches our emotions and helps us vicariously live through the experiences of others.

All our panelists will be speaking from experience and will have their own stories

to share. The two journalists will explore the history of storytelling and explain why we all connect to and respond to stories. The best journalists are often the best storytellers. Lawyers at this seminar will learn how to adopt the skills of the journalist in bringing storytelling into how they interact with clients and courts.

The trial lawyer will discuss how themes, analogies and emotions can help explain complex issues and cases to jurors, get them to empathize with your client and motivate them to find in your favor. Facts alone cannot win a case, jurors need to connect to it somehow. A skilled lawyer can help them do that by allowing jurors to put themselves into the story of the defendant or the plaintiff. "A theme or story, personalizes issues and helps jurors form lasting impressions of what the case is about," Kroll says. Attendees at this seminar will hear how a theme and supporting stories have a three-fold purpose during a trial. 1. to convey the essence of the case to the jury. 2. to create an understanding of the core

components on the part of the jurors by translating the story into their own life experiences. And 3, to motivate the jurors to take action based on empathy, fairness or even anger.

This CBA program will help you understand the mechanics of the narrative story, how you can use stories to persuade, how to keep a story from being maudlin or insincere and how you can develop your own storytelling skills by becoming more aware of the stories you hear and read every day. The information presented in this seminar will help you professionally and, if you are a writer, personally as well as you learn how to integrate storytelling into all of your communications.

To avoid a \$10 onsite registration charge you must register in advance. Visit the website www.chicagobar.org (under CLE) or call (312) 554-2056 The seminar will be held at the CBA Building at 321 South Plymouth Court.