

# THEIR STORY. YOUR STAGE.

## DISCOVERING AND DELIVERING THE RIGHT STORY FOR YOUR CLIENT

October 2-3,  
2020

Virtual Workshop

USING THE TOOLS, TECHNIQUES  
AND STRATEGIES OF THE THEATER

THE FUNDAMENTALS OF BREAKTHROUGH COMMUNICATION

WITH JESSE WILSON

Communications Specialist, Jury Trial Consultant,  
and Juilliard Theater Graduate

A 2 (HALF DAY) WORKSHOP  
BRING YOUR CASES. LETS GET TO WORK.

TBI's, Criminal Defense, Med Mal, or Wrongful Death, the approach to telling your client's story to the jury begins with discovering who they are at their core and by stepping out of your own way to bring your client to their best light that honors either who they were, who they could have become, or who they are becoming.

If you're in a street fight, you go back to the fundamentals to survive. Same holds true with effective communication. It's easy to get "lost in your head," but when it comes to commanding the courtroom stage, the fundamentals of getting your audience to not just listen, but care... are timeless... because they work. Great communication is an art form that constantly needs practice.

With the breakthrough communication and presentation work you'll be guided through in this two day workshop, together we'll be taking a look at the "whole you," on your feet. My job is to help transfer "the ease of your natural state" and put it into your "effective communications state" whether you're working with your clients, expert witnesses, or delivering the winning story to the jury. The foundation for your power as a great communicator already exists. You have a rhythm and style all your own. It is my intent to broaden your range and greatest potential as a communicator, and command the courtroom stage.

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# BREAKTHROUGH COMMUNICATION AND PRESENTATION SKILLS

## ACT I

### INTRODUCTION OF THE MONOLOGUE

- Making fear your ally on stage— from stage fright to stage presence
- Develop your own personal style, and command the audience's (jury's) attention with the 8 fundamentals of breakthrough communication from the stage and screen
- Expanding vocal range, breathing techniques, inflection, and expressiveness
- Working with the Neutral Mask and Character Mask to collapse the emotional barriers that get in the way of your ability to take emotional risks as a great communicator
- Increase your courage and confidence through the art of improvisation
- Speak, Silence! Using silence powerfully and effectively
- Owning "your story" with your entire body, not just "from the neck up:" Non-verbal communication & body language
- An increased understanding of the importance of posture, gestures and establishing proper eye contact during your Opening statement
- Increased ability to effectively use pitch, articulation, inflection, volume, rate, and clarity in your delivery
- Introduction of The Four Steps of the Monologue:
  - 1) Who are you talking to?
  - 2) What do you want? (Intention)
  - 3) What is getting in the way of what you want? (The Obstacle)
  - 4) What changes in the emotional journey?



### APPLICATION OF COMMUNICATION AND PRESENTATION SKILLS PRESENTATION OF THE MONOLOGUE

## ACT II

Stepping into the role of your client, you will learn how to powerfully communicate your client's story and find their "voice" through the presentation of the monologue to the group. Through the monologue form, you will discover the Greater Story of your client as well as apply directly the fundamentals of breakthrough communication from Act I.

- Step into and trust the power of your presence to tell the client's story. "Don't just do something... stand there."
- The ability to "read" and analyze your audience
- Emotional "State management"—make the shift from being ineffectively "emotional" to being "emotionally available" as a great communicator
- STAGE (Staging, Timing, Audience, Gestures, Emotion)-- "blocking techniques" for maximum engagement from your audience



**JESSE WILSON, BIO**

Jesse Wilson is a communications specialist, speaking coach, and trial lawyer consultant. A Juilliard Theater graduate, after 20 years of working in the world of theater, TV, and film, he has created "Tell The Winning Story" to empower trial lawyers to deliver high-impact presentations, as well as rapidly transform their communication and collaboration skills to effectively prepare clients and witnesses to testify. Jesse was inspired to create "Tell The Winning Story" after co-developing a Theater-Behind-Bars program for inmates. The program helped inmates make powerful changes in their lives. "Tell The Winning Story" provides the lawyer the difference between telling a "hidden, safe, 'surface' story," and powerfully connecting to a story that goes right to the heart of their audience, the jurors. Jesse's hands on training is featured in his seminars, law firm retreats, intensives, workshops and webinars. [www.tellthewinningstory.com](http://www.tellthewinningstory.com)