

## **PROFESSIONALS IN LEADING LAW FIRM LEARN HOW TO APPLY HUMOR AND STORY-TELLING TO ENHANCE COMMUNICATION**

**Duane Morris LLP** is a leading law firm with more than 700 attorneys in offices across the United States and around the world. The firm's mission is to offer innovative solutions to the legal and business challenges presented by today's evolving global markets. With a presence in the U.S., U.K., and Asia, Duane Morris lawyers offer in-depth local knowledge and a uniquely global perspective.

### **The Issue**

Professionals at the firm present both internally and to clients on a daily basis. Engaging the varied audiences is critical to achieving not only exceptional client service for the firm, but also successful individual career development.

Specifically, one executive had received feedback that her speaking needed to be more fluid and less analytical, particularly during conference calls. Another executive experienced extreme anxiety at the thought of presenting her ideas to the public.

The firm sought to support the executives' careers while not relying on a typical "presentation skills" course that would leave them "trained" but never using what they learned.

### **The Solution**

Duane Morris retained the services of Intelligent Entertainment Solutions to present a workshop led by a nationally known comedian, entitled "The Connecting Workshop: Communicating for Business Through Humor and StoryTelling." The workshop taught attendees to apply storytelling and humor to any communication, whether it be a presentation, speech or casual phone call. The idea is that people pay attention through humor and remember through stories. The workshop was led by Beth Lapidés and Greg Miler.

Over a period of six hours, attendees learned about the principles of comedy and storytelling, what makes a story funny and entertaining and how to apply storytelling to a corporate presentation. In addition, attendees completed creativity exercises, including Word Montages and Personality Pyramids, that encouraged them to use both the creative and analytical hemispheres of their brain.

### **The Results**

Attendees came away knowing how to apply humor and storytelling in the workplace and in presentations. Attendees remarked that the workshop "just worked" and helped them figure out how to "apply humor appropriately in presentations and harness [their] own expressiveness." One attendee learned how to use her creativity to be more expressive and articulate, and thereby discern what the audience wanted to hear (and how it wanted to hear it). Another attendee will continue with phone coaching to hone her skills even further.