



FINANCIAL POISE WEBINARS PERSUASIVE BRIEF WRITING 2018

ABOUT THIS SERIES

Especially in federal district court, pre-trial litigation occurs almost entirely “on the papers,” with few, if any, oral arguments or courtroom presentations. If litigators want a claim to survive or be dismissed, discovery to be permitted or denied, or evidence to be admitted or barred, they must persuade the court in writing. But mastering the craft of persuasive legal writing can take decades and require shedding ingrained old habits and defying some common expectations.

Join a panel including seasoned litigators, two former legal writing instructors, and a sitting judge discuss the structure, substance and style of effective brief-writing. This series will help new and more experienced litigators sharpen a set of crucial skills that can, and should, continue developing throughout their careers.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

Structure and Organization

November 1, 2018 at 2:00 PM CST

Unclear and unpersuasive legal writing often comes from undeveloped analysis and undisciplined organization. This webinar explores best practices for structuring and organizing briefs, including how to most effectively frame arguments, use authority and find a winning theme. It also takes a fresh look



at an old law school war horse -- : I(ssue) R(ule) (A)nalysis C(onclusion) – one of the few rules in life from which there's virtually never cause to deviate.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Style

November 29, 2018 at 2:00 PM CST

We've all long heard about writing practices to avoid, including run-on sentences, excessive passive voice, and nominalization. This webinar not only discusses how those habits can damage briefs, but also explores a key habit brief-writers should embrace: using strong, precise verbs, which are the engine of a persuasive sentence. Panelists also exchange views about finding the most persuasive voice and tone, as well as the right temperature for rhetoric (usually, well below a simmer).

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