

## [Lawyers: Here Are Two “Must Have” Presentation Skills](#)

By [Cordell Parvin](#) on September 19th, 2012

You have been invited to give a presentation to an industry group with large potential clients with legal work in your field. Your presentation topic is one that is critically important for your audience. You have spent hours preparing and you really know your material. Even though the topic is important and you really know the material, your presentation could be a flop. Why?

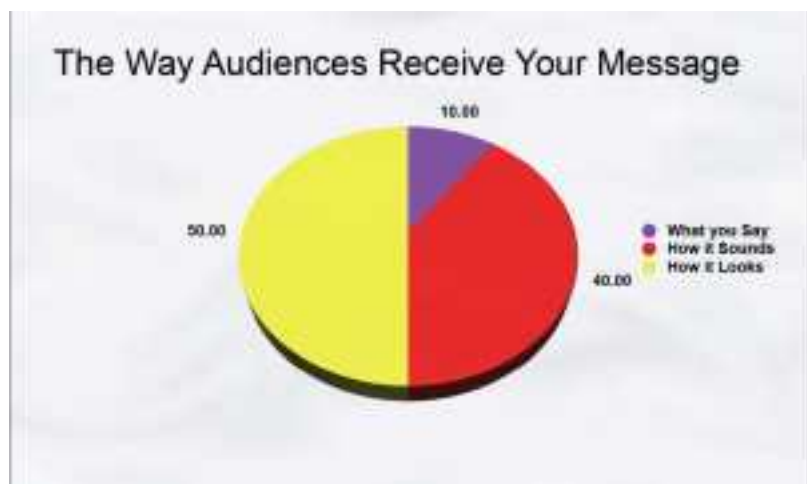
- It might be that you had words and bullet points on your slides and when each slide came up you turned your back to the audience.
- It might be that you stood behind a podium with your hands glued to each side of it and you kept looking down at your notes.

What are two must have presentation skills you need to learn?

1. If you will have slides, they should be visual and there should be few or no words on the slides. You need to learn how to present with visual slides.
2. You must learn how to present with charisma, meaning how you look to your audience.

Many studies have been conducted on communication skills. The best known conclude there are three components:

1. The words spoken
2. The tone
3. The body language



While there is some dispute, over the percentages given to each, there is no dispute that non-verbal communication is extremely important.

When I presented, if given the choice, I never stood behind a podium. I rarely presented from the stage. I focused on making eye contact and connecting with the audience. Here is an example from a Texas Young Lawyers presentation I did several years ago.

## [Crossroads: Mapping Your Future – Core Values](#)



[Carmine Gallo](#) is the author of [The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience](#). I urge you to read the book. To peak your interest, watch this short video clip to see just how different a Steve Jobs presentation is compared to one that is, at best, average.

## [Present Like Steve Jobs](#)



# Cordell Parvin Blog

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As Carmine Gallo reports, Steve Jobs spent hours preparing and practicing his presentations. That is the number one secret of presenting in a way that will be “insanely great” in front of any audience.

**Cordell M. Parvin** built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm’s attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of ***Say Ciao to Chow Mein: Conquering Career Burnout*** and other books for lawyers. To learn more visit his Web site, [www.cordellparvin.com](http://www.cordellparvin.com) or contact him at [cparvin@cordellparvin.com](mailto:cparvin@cordellparvin.com).