



## Persuasion, Negotiation, and Relationship Building: Techniques to Succeed in Law Today

**OBA CPD SELECT**

**RUN TIME:** 4h 38m



**Professionalism Hours:** This program contains 2h 45m

**Substantive Hours:** This program contains 1h 45m

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### CHAPTER 1: Persuasion Techniques

#### 1.1 Reptile Thinking

Adam Wagman

Are juries driven by anger and fear? How can you tap into the brain's limbic system and improve your power to persuade? Learn about how "reptile thinking" works and what you can do to take advantage of it or combat against it.

#### 1.2 Understanding Unconscious Bias and Improving Client Communications

Ian Hu

Do you have a client you don't like, but you can't put your finger on the reason why? Perhaps a cognitive bias is interfering with the relationship. Build rapport, deal with difficult clients, and be likable: these are learnable skills that take advantage of cognitive bias to help you get along with your clients and reduce your risk for malpractice claims.

### CHAPTER 2: Emotional Intelligence and Relationship Building

#### 2.1 Emotional Intelligence

David Caruso

Emotionally intelligent lawyers are proficient at connecting with others and building productive relationships, engendering strong loyalty from clients, enhancing working relationships with their colleagues and their adversaries, and better at the art of persuasion and getting the best results for their clients. Learn how you can leverage emotional intelligence to be a top performing lawyer.

#### 2.2 Relationship Building for Lawyers

Michelle Allinotte

Melissa LaFlair

How can you effectively interact with an individual affected by a personality disorder and enhance the likelihood of mediation success? What accommodations may be necessary? Hear practical strategies on improving mediation when personality disorders are present.

### CHAPTER 3: Negotiation Skills

#### 3.1 Communication Skills

Kyle Smith

Explore effective communication styles including tones, words, and phrasing to improve your negotiations. Gain tips to improve your written and oral advocacy skills.

#### 3.2 Core Negotiation Strategies

Phillip Epstein

What is a collaborative negotiation? Learn how you can adapt your strategy and remain flexible to achieve your negotiation goals.

**PROGRAM REGISTRATION IS ONLINE** [www.oba.org/pd](http://www.oba.org/pd)

Questions? [pd@oba.org](mailto:pd@oba.org)



3.3 Tackling Negotiation Challenges

Megan Shaw  
Jane Sirdevan  
Susan Abramovitch

What are the top five challenges in negotiations? How can you handle anxiety and stay calm? Learn strategies to combat difficult situations in negotiations.

	CBA Member	Non-Member
Webinar	\$115*	\$225*

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