

Dynamic Persuasion

Acting technique applied to the practice of law.

Led by Seamus McNally

Using a highly specialized approach to acting — fine-tuned by Seamus McNally, an expert in coaching with 25 years in the profession — this presentation is designed to help lawyers expand, even reinvent, their capability to communicate, elucidate and persuade.

Participants are encouraged to take the vital, initial step of “leaving the lawyer at the door” and learn what it is to be an actor through discussion and on-site demonstration.

Once we’ve gained a basic understanding of how to approach the elusive craft of acting, we then employ the same principles to examining and elevating courtroom presentation, with an emphasis on opening and closing statements. This allows us to effectively apply our system of inhabiting dramatic material to the practice of law.

The program is complete with exercises in mindfulness, basic sensory work, psychological actions and “thinking in pictures” — all tailored to meet the complex demands of the legal profession.