



CASE STUDY

TRAINING AT CLIFFORD CHANCE

Geraint Hughes, Partner at Clifford Chance and responsible for the firm's Energy and Infrastructure team in Asia says:

"Whilst lawyers are often natural advocates, some can falter when it comes to public speaking. This is sometimes due to the fact that lawyers concern themselves with a lot of detail and as a result fail to present clear, concise messages at conferences, to clients or colleagues."

"I started working with Jack Downton of The Influence Business in early 2005. The turning point for me came when I spoke at a conference in late 2004. My overriding emotion after the talk had finished was, 'thank goodness that's over!' I realised then that I would benefit from one to one coaching with an expert in this area and that was when Clifford Chance brought in the services of Jack and his team."

"I embarked on a series of one to one training sessions with Jack. Four months later, I was asked to give a speech at a partner

conference. The response at the end of my presentation was really positive and the managing partner of the firm congratulated me after on giving such a motivational presentation. At my next appraisal, effective communication was highlighted as a key strength. The improvement in my confidence and ability was marked."

"Of course not every lawyer is initially receptive to the idea of having presentation skills training: some lawyers believe perhaps that they are already the 'finished product': others may be worried that they may be shown up in front of other colleagues if they participate in training. At Clifford Chance's request, I have since worked with other coaches - but always come back to working with Jack and the team at The Influence Business: What sets their approach apart, in my view, is that they work in a way that does not seek to shape or alter your key messages and that allows your personality to shine through. This allows you to develop your own style and technique and gives you the confidence to develop to your full potential."

"There has been a definite shift in how I view giving presentations. Before, it was more of a case of avoiding them or longing for them to finish, whereas now I see it as an opportunity and look for the chance to present. Colleagues who have worked with Jack and the team have seen similar improvements in their communication skills, not just in presentations internally and externally, but also in dealings with clients, at meetings, and at client functions and other networking events."

Tim Plews, Co-Head of Clifford Chance's London Financial Services practice adds:

"The people that attended The Influence Business networking course with Jack found it eyeopening and those who have found themselves networking within a few months of the course have certainly benefited. Jack really engages the audience and gets people on his side very quickly and his course really highlights the importance of meeting other people; there is no doubt that this course has helped many on their way."

Formerly a Colonel in the Royal Marines, Jack Downton is the Managing Director of The Influence Business Ltd (www.TheInfluenceBusiness.com). For the past eight years, he has worked with top law firms in UK, continental Europe, Middle East and Asia helping lawyers raise their level of influence with clients. Their new skills lead to stronger networks, more engaging presentations, more successful outcomes at new business meetings, better terms when negotiating and thorough preparation for partnership selection. Jack regularly works with Magic Circle firms and is a frequent contributor to industry journals.

**The Influence Business Ltd,
St James House, 13 Kensington Square,
London W8 5HD, UK
Telephone: +44 (0)870 428 8191
Email: info@TheInfluenceBusiness.com
Mobile: +44 (0)7947 308 274
Website: www.TheInfluenceBusiness.com**

