



CASE STUDY  
**CMS LEGAL SERVICES**

CMS was established in 1999 and today comprises nine CMS firms, employing over 2,240 lawyers.

Matthew Gorman, Director of Operations at CMS Legal Services, appointed The Influence Business to run a series of courses to help partners and associates with their networking and presentation skills.

*Matthew Gorman adds:*

“All of those who attended the training courses found them to be very beneficial. On the networking course, The Influence Business’s team of professional actors encouraged our lawyers to take part in a series of different scenarios including how to introduce yourself,

how to make “small talk” and how to break into a group of people at a drinks reception.

“Many presentation trainers tend to place too much importance on peripheral factors such as body language. The Influence Business focuses on more useful factors such as not placing too much importance on the PowerPoint presentation itself and why specific behaviours such as pausing are such an effective way of engaging with the audience.

“Everyone who attended the presentation course was filmed making a brief presentation which was then played back to them. The course provided our lawyers

with the opportunity to practice new and useful skills in a safe environment and at the same time made a real difference. Above all, Jack Downton and his team gave the lawyers confidence to be themselves, whether they are presenting to clients, prospects or colleagues.”

Formerly a Colonel in the Royal Marines, Jack Downton is the Managing Director of The Influence Business Ltd ([www.TheInfluenceBusiness.com](http://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.

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