

Advocacy.

How to be more effective!

Texas Rules of Professional Conduct: a lawyer should act with competence, commitment and dedication to the interest of the client and with zeal in advocacy upon the client's behalf.

What is advocacy anyway?

Persuasion:

*To move by argument to a belief,
position, or course of action.*

When you do something,
You should do it with your
Whole body and mind;
You should be concentrated
On what you do.
You should do it completely,
Like a good bonfire.

Shunryu Suzuki

Personal narrative is not a substitute for advocacy.

That is, telling what happened to you
is not advocacy.

Seven Deadly Sins of Speaking

Julian Treasure: “How to speak so
that people want to listen.”

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