OVERVIEW

Leadership in Testifying is a comprehensive program that shows participants how to move beyond the “expert” role and reinforce arguments by delivering clear, compelling messages when testifying as a witness. The program introduces each witness to a structured methodology they can use to respond effectively to questions.

At the core of this program is The Humphrey Group's Leadership Model®. This approach teaches participants to adopt the mindset of a leader, to script themselves as a leader, to use the language of leadership, and to speak with a dynamic presence.

TARGET AUDIENCE

Leadership in Testifying is designed for anyone who will be called upon to testify as a witness.

POWERFUL LEARNING OUTCOMES

Those who attend this course will learn to:

- Prepare for oral hearings the right way by developing a list of key messages that are drawn from the application and information request (IR) responses.
- Approach witness testimony as a positive opportunity.
- Listen effectively to questions – particularly to the challenges or “traps” that can underpin questions from opposing counsel.
- Use the Leadership Model to construct compelling responses by: (1) building a bridge to the question, (2) providing a succinct answer, (3) moving to a key message, (4) supporting that message, and (5) closing with a call to action.
- Operate effectively as part of a panel.
- Speak with a confident and relaxed presence.

LEARNING EXPERIENCE

Leadership in Testifying combines practical learning with extensive personal feedback. Participants prepare for and practice testifying and receive videotaped feedback.
DAY ONE

I. TESTIFY AS A LEADER
• Prepare to testify confidently on behalf of your organization.
• Approach questions as opportunities to inspire conviction.
• Adopt the right mindset: from information to persuasion.

II. UNDERSTAND HEARING BASICS
• Learn the landscape from the roles of participants, to room setup, to formalities, to legal considerations and implications.

III. PREPARE FOR SUCCESS
• Know your section of the filing and know your information requests (IRs).
• Prepare your key messages.
• Organize your witness binder.

IV. MASTER Q&A
• Begin by listening – to the question and the opportunity!
• Construct your answer so you reinforce your organization’s arguments by:
  • Dealing with traps.
  • Answering the question.
  • Delivering a message.
• WORKSHOP: Participants will practice answering questions they may face while testifying.

V. MASTER PANEL DYNAMICS
• Present a unified front!
• Understand why clarity of roles is important for panel success.
• Learn how to transfer questions and how to build on the answers of others.

VI. TESTIFY WITH PRESENCE
• Project a confident, genuine presence through body language, eye contact and voice.
• WORKSHOP: Participants will practice handling questions, using the approach they have been shown in a mock testimony. They will receive videotaped feedback.

VII. CONCLUSION
• Next steps to prepare for the hearing.