



Florida Collaborative Trainers

Fitting the Pieces Together – An Interdisciplinary Training Group

The Collaborative Training is Over - Now What?

So, you have attended a Collaborative training - Now What? In this program, we will discuss the next steps that a trained Collaborative professional should take to establish and grow a Collaborative Practice. We will discuss topics such as marketing, changing your office procedures, web sites, business cards, changing forms and involvement in the Collaborative world and other organizations.

Experience has shown that many professionals attend Collaborative trainings, but do not know what to do next. Our program will give the attendees the tools to create and grow their Collaborative Practice. This will be interactive with the attendees to enable them to express their concerns, fears and frustrations about starting their Collaborative Practice.

OBJECTIVES

1. Attendees will be able to identify at least three problems that interfere with new Collaboratively trained professionals starting their Collaborative Practice.
2. Attendees will be able to identify at least three ways they can develop their Collaborative Practice.
3. Attendees will be able to identify at least three changes they will make in their practice to pursue an active Collaborative Practice.

SCHEDULE

3:45pm – 4:00pm	Introductions and Overview
4:00pm – 4:15pm	Identification of issues Collaboratively trained professionals have getting started
4:15pm – 4:45pm:	What the attendees can do to develop and promote their Collaborative Practice
4:45pm – 5:00pm	Attendee Activity
5:00pm – 5:15pm	Discussion of what the attendees will do differently when they return home



THE TRAINERS

ROBERT J. MERLIN, ESQ. is a partner in the Law Offices of Robert J. Merlin, P.A. in Coral Gables, Florida specializing in Marital and Family Law, especially Collaborative Family Law. Bob is Florida Bar Board Certified in Marital and Family Law, is a Florida Supreme Court Certified Family Mediator and has been practicing law in the State of Florida for over 35 years. He is a member of The Florida Bar, the American Bar Association, the Dade County Bar, the Coral Gables Bar, the International Academy of Collaborative Professionals, the Collaborative Family Law Institute, the Collaborative Family Law Council of Florida, Collaborative Family Lawyers of South Florida and the South Palm Beach County Collaborative Law Group, the last five organizations being dedicated to the promotion of the practice of Collaborative Family Law as a means of amicably dissolving marriages and resolving family disputes. Bob has been on the Board of the Florida Academy of Collaborative Professionals since its creation in 2010 and he is a current member and the incoming Treasurer of the Board of the International Academy of Collaborative Professionals.

Bob lectures regularly on Collaborative Family Law at the University of Florida Levin College of Law and to various organizations of lawyers and other professionals and he meets the standards of the International Academy of Collaborative Professionals as a Qualified Collaborative Trainer. He is a past President of the Collaborative Family Law Institute, he is a member of the Association of Family and Conciliation Courts and is the immediate past President of its Florida chapter, and he is on the Eleventh Judicial Circuit Court Parenting Coordinators Advisory Board. He has worked extensively to pass the Uniform Collaborative Law Act and Rules in Florida. Bob graduated with honors from the University of Florida College of Law with a Juris Doctor in 1978, where he also was an associate editor of the Law Review, and he also attended Cambridge University, Cambridge, England, The Institute of Law-Polish Academy of Sciences in Warsaw, Poland and the Walter F. George School of Law, Mercer University in Macon, Georgia. Bob received his undergraduate degree from the University of Florida in 1976 with a Bachelor of Science in Accounting. Bob received the 2006 Dade County Bar Pro Bono Outstanding Law Firm Award and the 1998 Florida Eleventh Judicial Circuit Ray H. Pearson Guardian-Ad-Litem Award. He is listed in the Leading Florida Attorneys in Family Law with the Network of Leading American Attorneys, is among the Florida Super Lawyers and the Florida Trend Magazine Florida Legal Elite, he is AV rated with Martindale-Hubbell and he is listed in Martindale-Hubbell's Preeminent Family Law Attorneys.

Bob has a long history of involvement in various community organizations. He received the 2008 Gator Award from the University of Florida Hillel, he is a Past Chair of Jewish Community Services of South Florida, Inc. and he is on the Board of the Greater Miami Jewish Federation. He is the 2012 recipient of the Stu Webb Distinguished Service Award in Recognition of Exceptional Leadership and Devoted Service to the Collaborative Family Law Institute



LANA M. STERN, PH.D is a Licensed Psychologist, Licensed Marriage and Family Therapist, Parent Coordinator and Florida Supreme Court Certified Mediator. She is an active and enthusiastic proponent of the Collaborative Process and has worked extensively on Collaborative family law cases as the MHP/Facilitator. Her article, “Wolf in Sheep's Clothing”, has been published in both the Spring 2017 issue of *Collaborative Review* (The Journal of the International Academy of Collaborative Professionals) and in *The Divorce Puzzle—Connecting the Pieces Collaboratively*, (2017). Additionally, she has co-authored the chapter “Collaborative Law” in The Florida Bar CLE textbook, *Dissolution of Marriage*.

She is a member of the International Academy of Collaborative Professionals (IACP) and served on the IACP Trainers Network and Development Committee and is presently serving on the IACP Higher Education Taskforce. She is a member of the International and Florida Associations of Family and Conciliation Courts (AFCC) and member of the Collaborative Family Law Institute (CFLI) of Miami for 10 years and is a past Vice President. She serves on the CFLI Board and also on the Education, Membership and Mentoring committees. She served on the Board of the Florida Academy of Collaborative Professionals (FACP), since its inception and is the immediate past Chair of the Training Committee.

Dr. Stern has lectured statewide and nationally on the role of the neutral mental health facilitator in the Collaborative Process. In 2011, she co-founded “Florida Collaborative Trainers” an interdisciplinary training group and has presented multiple 2-day basic and 1-day advanced trainings to attorneys, mental health professionals and financial professionals in Florida, nationally and internationally. She co-taught the first Collaborative Law Workshop at the University of Miami School of Law in the Spring of 2012.

Dr. Stern has been in private practice as a psychologist in the Coral Gables, Florida area for the past 30 years. She is a member of the American Psychological Association, and the Florida and Dade County Psychological Associations. She has expertise in couples and divorce counseling, and she taught the divorce education course “Positive Transitions” for divorcing parents as part of a private group. She also manages and treats depression, anxiety disorders, trauma, and child sexual abuse, counseling adults and adolescents individually or collectively. In 1993 she received the FPA “Outstanding Contribution to Psychology in the Public Interest” Award and DCPA “Certificate of Commendation” Award for her work in the area of Child Sexual Abuse. She has served as an educator, counselor, and trainer in the Miami-Dade County Public Schools. She was an Adjunct Professor at Florida International University for 6 years, supervising master’s level, Mental Health and School Counselors during their Practicum and Internship. She also worked for Drake, Beam, Morin, an outplacement corporation, as a career consultant and corporate trainer.



The Best Way to Create a Vision For the Life You Want



Royale Scuderi is a creative strategist, consultant and writer who specializes in cultivating human potential for happiness, health and fulfillment. She excels at helping others achieve growth, lasting change, success, life satisfaction, and clarity of purpose. Her passion is asking questions that matter and finding solutions that work. As owner of Productive Life Concepts, she uses her expertise to help individuals and businesses maximize their potential.

Creating a vision for your life might seem like a frivolous, fantastical waste of time, but it's not: creating a compelling vision of the life you want is actually one of the most effective strategies for achieving the life of your dreams. Perhaps the best way to look at the concept of a life vision is as a compass to help guide you to take the best actions and make the right choices that help propel you toward your best life.

Why you need a vision

Experts and [life success stories](#) support the idea that with a vision in mind, you are more likely to succeed far beyond what you could otherwise achieve without a clear vision. Think of crafting your life vision as mapping a path to your personal and professional dreams. Life satisfaction and personal happiness are within reach. The harsh reality is that if you don't develop your own vision, you'll allow other people and circumstances to direct the course of your life.

How to create your life vision

Don't expect a clear and well-defined vision overnight—envisioning your life and determining the course you will follow requires time, and reflection. You need to cultivate vision and perspective, and you also need to apply logic and planning for the practical application of your vision. Your best vision blossoms from your dreams, hopes, and aspirations. It will resonate with your values and ideals and will generate energy and enthusiasm to help strengthen your commitment to explore the possibilities of your life.

What do you want?

The question sounds deceptively simple, but it's often the most difficult to answer. Allowing yourself to explore your deepest desires can be very frightening. You may also not think you have the time to consider something as fanciful as what you want out of life, but it's important to remind yourself that a life of fulfillment does not usually happen by chance, but by design.

It's helpful to ask some thought-provoking questions to help you discover the possibilities of what you want out of life. Consider every aspect of your life, personal and professional, tangible and intangible. Contemplate all the important areas, family and friends, career and success, health and quality of life, spiritual connection and personal growth, and don't forget about fun and enjoyment.

Some tips to guide you:

- Remember to ask why you want certain things
- Think about what you *want*, not on what you *don't* want.
- [Give yourself permission to dream.](#)
- Be creative. Consider ideas that you never thought possible.
- Focus on your wishes, not what others expect of you.

Some questions to start your exploration:

- What really matters to you in life? Not what *should* matter, what *does* matter.
- What would you like to have more of in your life?
- Set aside money for a moment; what do you want in your career?
- What are your secret passions and dreams?
- What would [bring more joy and happiness into your life?](#)
- What do you want your relationships to be like?
- What qualities would you like to develop?
- What are your values? What issues do you care about?
- What are your talents? What's special about you?
- What would you most like to accomplish?
- What would legacy would you like to leave behind?

It may be helpful to write your thoughts down in a journal or [creative vision board](#) if you're the creative type. Add your own questions and ask others what they want out of life. Relax and make this exercise fun. You may want to set your answers aside for a while and come back to them later to see if any have changed or if you have anything to add.

What would your best life look like?

Describe your ideal life in detail. Allow yourself to dream and imagine and create a vivid picture. If you can't visualize a picture, focus on how your best life would feel. If you find it difficult to envision your life 20 or 30 years from now, start with five years—even a few years into the future will give you a place to start. What you see may surprise you. Set aside preconceived notions. This is your chance to dream and fantasize.

A few prompts to get you started:

- What will you have accomplished already?
- How will you feel about yourself?
- What kind of people are in your life? How do you feel about them?
- What does your ideal day look like?
- Where are you? Where do you live? Think specifics, what city, state, or country, type of community, house or an apartment, style and atmosphere.
- What would you be doing?
- Are you with another person, a group of people, or are you by yourself?
- How are you dressed?
- What's your state of mind? Happy or sad? Contented or frustrated?
- What does your physical body look like? How do you feel about that?
- Does your best life make you smile and make your heart sing? If it doesn't, dig deeper, dream bigger.

It's important to focus on the result, or at least a way-point in your life. Don't think about the process for getting there yet—that's the next step. Give yourself permission to revisit this vision every day, even if only for a few minutes. Keep your vision alive and in the front of your mind.

Plan backwards

It may sound counter-intuitive to plan backwards rather than forwards, but when you're planning your life from the end result, it's often more useful to consider the last step and work your way back to the first. This is actually a valuable and practical strategy for making your vision a reality.

- What's the last thing that would've had to happen to achieve your best life?
- What's the most important choice you would've had to make?
- What would you have needed to learn along the way?
- What important actions would you have had to take?
- What beliefs would you have needed to change?
- What habits or behaviors would you have had to cultivate?
- What type of support would you have had to enlist?

- How long will it have taken you to realize your best life?
- What steps or milestones would you have needed to reach along the way?

Now it's time to think about your first step, and the next step after that. Ponder the gap between where you are now and where you want to be in the future. It may seem impossible, but it's quite achievable if you take it step-by-step.

It's important to revisit this vision from time to time. Don't be surprised if your answers to the questions, your technicolor vision, and the resulting plans change. That can actually be a very good thing; as you change in unforeseeable ways, the best life you envision will change as well. For now, it's important to use the process, create your vision, and take the first step towards making that vision a reality.

Networking 101

By **Sakina Rangwala**

The Washington Post

October 9, 2012

Build Relationships and Advance in Your Career

WHAT DOES NETWORKING MEAN?

Networking is not a mere exchange of business cards at a cocktail party nor is it bragging about yourself or begging for help from people you barely know. According to most experts, networking is building relationships on the basis of trust that involves a give and take. Lynne Waymon, co-author of the book “Make Your Contacts Count” says, “It’s about teaching and giving. Teaching people who you are... and what kind of opportunities to send your way. And it is about giving -- listening so generously that you can also help people accomplish their goals.”

Networking is not optional anymore; it is a crucial skill to master.

WHEN SHOULD YOU NETWORK?

Most people wait to build their network after a crisis hits them -- like a job loss- then they scramble to make contacts and find a job. But such an attempt is doomed to failure. You should already have an effective network in place that can help you in such a situation, experts advise.

“One of the biggest mistakes that people make is that they stop networking once they get their job,” explains networking coach Diane Darling of Effective Networking, Inc. Not only does networking help you find a job, but if you want to grow in your career you need to network within your current company and outside your workplace. Your network, once efficiently in place, becomes not only something you maintain on a regular basis like a chore, but it becomes a part of your lifestyle. After a while, “networking is maintaining a type of friendship,” explains HR expert Lily Garcia.

WHY IS IT IMPORTANT TO NETWORK?

Quite simply, it works. In an August 2009 survey conducted by global outplacement consultancy Challenger, Gray & Christmas, Inc., human resources executives were asked to rate the effectiveness of various job-search methods on a scale of 1 (least effective) to 5 (most effective). Networking averaged a 3.98. About half (48 percent) of the respondents gave networking the highest effectiveness rating of five.

In today’s workforce finding a job is not as simple as attending a job fair or sending out a killer resume. “It is a very competitive job market and people who know people in the right positions are going to get jobs,” says Garcia. “And this is especially true the further along you get in your career.”

It is possible to get entry level positions by going through the normal application process, but very often when it comes to landing senior level positions, having an inside contact will make all the difference, Garcia says.

DO'S

Know your goal and have a strategy

Be confident; find a role model or a mentor you can emulate

Say thank you often and smile

Brag about your skills.

Make a good first impression

Follow up with a new contact as soon as you can

Send a Christmas or holiday card to re-establish contacts

Learn to listen attentively

Gain trust and learn to trust, in order to build friendships

DONT'S

Don't wait until a crisis hits; network now

Don't be a wallflower - make an effort to socialize with co-workers at events

Don't ask for a job, ask for advice first

Don't be afraid to ask questions

Don't shy away from exploring online networking groups like Ryze or LinkedIn

Don't join tons of networking organizations; two or three may be enough

Don't put things on Facebook you wouldn't want a new boss to see

SO HOW CAN YOU DEVELOP A ROBUST PROFESSIONAL NETWORK?

When starting out with a networking effort it is important to have a clear goal in mind. The goal could be finding a job, changing jobs or growing on the job -- whatever the desired end result -- you need to strategize accordingly.

It is hard for many people to fathom that networking needs a goal and a plan. As William Simmons, president of the executive search firm Management Advisory Group points out, "Networking is a highly strategic function. People often mistake it to be just handing out cards, but networking done right is sophisticated. It involves research; it involves getting to know people well; it involves following up."

Once you have defined your goal, any networking effort can be broken down into two key strategies: social networking and informational interviewing. Each strategy has three basic components: developing, organizing and following up. Below we outline how each strategy works.

Social Networking

DEVELOP:

Whether you are employed or unemployed, volunteering with an organization is a first step toward expanding your contacts in a field. "You never know where new business or a new job is going to come from. If you keep helping people it will pay off in the long run," explains Simmons.

At work look for a company softball team, a committee, club or an organization that interests you and exposes you to a new set of contacts. If you are unemployed, volunteer

in the field that you would like to find a job. A graphic artist could volunteer to create a program or design portfolio for a non-profit organization. If you have the time and money join a networking organization outside of your company. Ask for suggestions from friends and peers or do an Internet search to find a networking organization that you'd like to join.

Tap into your social networks online, such as Facebook, Plaxo or LinkedIn and join groups online to organize and meet more people in person. Online you have a database of people you know from school to adult life; categorize them (friends, family, co-workers) and approach each person to see if they know a contact in a particular field or company. Ask if they would be willing to make an initial introduction.

ORGANIZE:

If you decide to join a networking organization, don't join ten things. "I receive resumes or membership applications that I review and people belong to ten organizations and I always wonder, how much can you get out of all of them? How do they have the time?" says Bill Stokes, founder and chairman of the Washington Network Group, one of the first networking groups in the D.C. area. "Join two, probably three and commit to one at least where you make leadership, so you become involved. Become part of the membership committee or the marketing committee or the programming committee, because that's where you build the relationships that really then matter in terms of finding that next job, or finding the mentor," he says.

Whatever you decide, remember to be diverse in which organizations you join, notes Stokes. He recommends picking an organization that is aligned with your profession first. So if you are a communicator join an organization like the Public Relations Society of America (PRSA) or Washington Women in PR.

Next, pick an organization in your jurisdiction. If you live in Fairfax or Anne Arundel County pick a local chamber of commerce to build your local network, says Stokes. And look for something broader, that's aligned with a hobby or personal interest. A younger worker interested in international activities could choose an organization like the World Affairs Council.

"As a recruiter I find that people make their very best contacts in places they least expect, at a club, church or temple or mosque or whatever. I have met amazing people on the soccer field. If you can structure a strategy to network then I think it is good to be diverse," says Stokes.

FOLLOW-UP:

In order to follow up with a contact you met at a networking event or volunteer job, you'll first need to remember his/her name correctly.

Waymon suggests using the Forest Gump rule from the popular Tom Hanks flick. "Remember, he said, 'I am Forest. Forest Gump.' He said his first name twice. It gives more opportunity for someone to catch your name." The whole point is to linger longer over the name and repeat it back, she says.

When you get a business card, write the name and a little about the conversation you had with the person on the back of the card. There are ample ways to organize the information. Things to include in your personal networking file: phone numbers, e-mail address, contact information, where the person worked in the past and other memorable data points. But most importantly, use the database to follow up promptly, once you've made initial contact. Schedule 10 to 15 minutes on your calendar once or twice a week to ask yourself: What can I do right now to build relationships within the company or outside the company?

"I would say I meet 20 to 30 people at a networking reception and only about three or four will send me a message in the first week," says Stokes. "I will get one or two a month later and I cannot remember who they are and the others... may be there was no reason for them to follow up."

People who follow up effectively, however, are the ones who send a note in the mail with a stamp on it. "I open it and I read it and that makes them stand out, because I know they took an extra effort," he says.

Informational Interviewing

DEVELOP:

This strategy of networking involves more one-on-one contact and literally translates to face-to-face interviewing for information.

"Informational interviewing is an expanded form of chatting with your network contacts. It's the process of engaging one of your network contacts in a highly focused conversation that provides you with key information you need to launch or boost your career," explains Katharine Hansen, Ph.D. and creative director and associate publisher of Quintessential Careers. You don't have to make a cold call to ask for these interviews. Start developing this network list from initial contacts made at an event or from your online social networking contacts.

ORGANIZE:

"If you are looking for a job, create 20 paper folders that represent the 20 companies that you would like to work for and you can choose them according to any criteria," says Waymon. Once you have these 20 folders, research each company thoroughly. Be clued into industry news and executive changes at your target companies. Make a list of questions you'd like to ask if you met the company's leadership at a networking event. If you do your legwork, you will be able to have an informed conversation.

Similarly if you are looking to grow on the job, make 20 folders of people you'd like to know within your company. They could be peers, senior executives, someone not in your team or someone with a specific skill you'd like to develop. After you make your list, do some research. If you happen to meet the key colleague in the office elevator, you will be able to make a better connection if you know what they do and what their hobbies are.

Wait for a chance meeting, but if it does not arise, ask for a formal informational interview over a quick lunch meeting or a coffee.

FOLLOW-UP:

There are three key moments of networking and six stages of developing a relationship with a contact before they can trust you to recommend your name to another party, says Waymon, who outlines this approach in “Make Your Contacts Count.”

Once you have established initial contact and an interview, have spontaneous ideas and stories that you can share with contacts on a regular basis to keep the relationship alive. Send e-mail updates or have conversations with your networking goal in mind.

Waymon calls this having an agenda. “The things that you are excited about, giving or talking about or the things that you are looking for, [keep them in mind] then you are never at a loss for what to talk about,” she suggests. “You have to be prepared to be spontaneous. You would think we would know this, because we decide what to wear [to an interview], we find directions on MapQuest, so we figure we’ll think about what we will talk about. But people don’t; they are not that strategic,” she says.

Finally, if you’ve asked for help, don’t just disappear. Follow through and let the contact know what happened. If you would like to maintain the contact, keep in touch with updates on what’s happening with you and what you have achieved. It is also smart to reciprocate and send along information that may help them. It is this give and take that keeps the contact strong for the future.



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THE ELEVATOR SPEECH

- **Describe yourself in five words or less.** Use a distinctive title or phrase that makes people think, "This sounds interesting" or "This is what I'm looking for."
- **Explain what you do in one sentence.** After introducing yourself, introduce your professional offerings
- **Define your target audience.** "By defining your market in that way, people immediately know whether they want your services."
- **Communicate your vision and your passion**
- **Practice, practice, practice.** Create a script that conveys who you are, what you offer, your market, and the distinctive benefits you provide. Edit until you can introduce yourself and your business in less than a minute, which is how long most prospects will give you to win their interest. • **Shrink your introduction even further so you can tell your story in 20 words or less**

COLLABORATIVE FACTS

1. DEDICATED TO HELPING FAMILIES RESOLVE DISPUTES WITHOUT RESORTING TO THE JUDICIAL SYSTEM.
2. THIS PROCESS ENABES SEPARATING SPOUSES TO ACCOMPLISH THEIR DIVORCE IN A SPIRIT OF COOPERATION AND MUTUAL RESPECT.
3. IT IS A PROCESS WHICH IS BOTH CONFIDENTIAL AND TRANSPARENT WITHIN THE TEAM.
4. EMPHASIZES PERSONAL PRIVACY - OFTEN THE FIRST CASUALTY OF A TRADITIONAL DIVORCE.
5. EMPHASIS ON COOPERATION! REACHING MUTUAL AGREEMENT, RATHER THAN DWELLING ON DIFFERENCES, IS A TOP PRIORITY. MANY PARTIES ALSO LEARN NEW COMMUNICATION SKILLS THAT ARE HELPFUL IN COPING WITH FAMILY INTERACTION AFTER A DIVORCE.
6. THE PARTIES, NOT A JUDGE, CREATIVELY DETERMINE THE BEST WAY TO PROVIDE FINANCIAL SUPPORT, ALLOCATE ASSETS AND CARE FOR CHILDREN.
7. COMMITMENT TO A FASTER PROCESS. IN MOST CASES, AGREEMENTS REACHED COLLABORATIVELY TAKE LESS TIME THAN LITIGATION.
8. POTENTIAL COST SAVINGS! NO COURT PROCEEDINGS, NO DEPOSITIONS, NO SUBPOENAS AND THE USE OF NEUTRAL EXPERTS MAY RESULT IN A LESS EXPENSIVE DIVORCE PROCEEDING
9. SPECIALLY TRAINED PROFESSIONALS, INCLUDING ATTORNEYS, ACCOUNTANTS, FINANCIAL PLANNERS AND MENTAL HEALTH PROFESSIONALS, WORK JOINTLY TO HELP DIVORCING SPOUSES IN A SPIRIT OF MUTUAL RESPECT AND COOPERATION.



Pitching Collaborative Divorce **by Joryn Jenkins, Esq.**

I am Joryn Jenkins. I help people divorce each other without destroying their families or their finances.

Divorce is terrifying. There are so many questions! "How do I tell my spouse?" "What is going to happen to my kids?" "What is it going to cost?" "How long will it take?"

I solve that problem by offering an alternative to the traditional courtroom divorce. It costs less and it takes less time. You make the decisions, not some judge who doesn't know you or your kids or share your values. It protects your relationships with the people you care about, your children, your friends, your neighbors. . . and, yes, your soon-to-be-ex.

When I was seven, my parents divorced. My mother loaded us into the van and moved us three thousand miles away. I never saw my father again.

I don't want to see that happen to other children. . . to other families.

I am known for helping my clients restructure their families, not destroy them.

I'm a lawyer. . . *for* families.

This is an example of a cocktail party pitch. Pitch is important, because it communicates how you can help others and what makes you unique from all the other people providing the same service, but especially from the trial attorneys. Pitch is also important, because it communicates your passion, your vision, and your mission.

When I was 36 years old, I had already been practicing for thirteen years. I was making my reputation as a commercial trial attorney. I became romantically involved with and eventually married a man from Miami, whose name was (and still is!) Todd. Up until that time, I had had nothing to do with family law.

Todd had "won" custody of his daughter, my step-daughter. (When we started dating, he had already been to trial, but he was still waiting for the judge's ruling.) We spent the first ten years of our marriage defending ourselves in front of judges, one of whom was Carol Gersten. The ex-wife represented herself throughout all of this. Every time we went to court, we lost something.

Eventually, we had the opportunity (again) to mediate, after ten years of post-divorce litigation. In the meantime, Carol had become a mediator. Our attorney suggested that we

use her. I demanded, "Are you kidding me?" (In court, it had seemed like she hated my husband.)

Well, we went to mediation and we were placed in separate rooms, because that's how mediation is these days. I was allowed to keep Todd company. We played *Hangman*. After two hours with his ex, Carol came into our room and asked, "Did you know your ex-wife is crazy?"

My husband responded, somewhat abruptly, "Why didn't you know that when you were the judge?"

Carol responded soothingly, appealing to me; she knew I was a lawyer. "Come on, you guys. You know the answer. Judges only see a snapshot of your lives; they never see the whole picture."

We did eventually settle the case. We had a savvy mediator who knew where the wife's interests were, which we would never have known. As it turns out, her sole interest was in not paying child support. At the time, she owed us \$100,000, which we forgave. She stood to pay another \$40,000 before my stepdaughter emancipated, from which we also arranged to absolve her.

That is why I am here, and that is why I believe in collaborative divorce.

There are more than three types of pitches, but these three are the ones you need to craft for yourself. There is the "elevator" pitch, the "cocktail party" pitch, and the "press" pitch. For those of us who are more matured in our marketing efforts, we might also create a partnership pitch, for purposes of forming collaborative teams, for marketing to first responders, and for other related marketing purposes.

Do you clearly articulate the value of the services you provide? Do you have a compelling answer to the question "What do you do?" One that invites questions? Clarity is the ability to communicate your message in a way that convinces.

The elevator pitch's sole purpose is to plant a seed with the listener that will encourage him to ask questions, thereby giving you permission to explain your passion for collaborative practice *and* why he might care about it, too! Timing is important. Thirty seconds is the general rule, which translates to about 65 words.

Think about it. Most people in my shoes would simply say, when asked what they do for a living, "I'm a lawyer." That was *my* pitch for years and years. The obvious response was always, "That's nice." A dead end to the conversation.

Once I realized how crucial it was that I answered this question in a way to invite discussion, my elevator pitch morphed. It is: "I help people divorce each other without destroying their families or their finances."

You will use your elevator pitch all the time and in the least likely of places. One day, I was waiting in line to make a return at Sam's Club, because my husband hates to return purchases, but he had bought the long, flat boxes of tissues, not the square little squatty boxes that fit in our decorative dispensers at home. Bored to death on a line that might as well have stretched to the moon, I was standing behind this guy who was dressed head-to-toe in Gator garb. I commented (not my most inspired opening, by the way), "Oh, my gosh, you're a real Gator, aren't you?"

He responded, clearly tickled to have someone to talk to, "No, no. My *daughter* is a double Gator." He asked me what I do. I gave him the elevator pitch. One thing led to another, and, two days later, his daughter was in my office asking me about collaborative divorce.

In addition to the elevator pitch, there is also the cocktail party pitch. It is longer, about two minutes, or 260-300 words. The social pitch is built of several components: your name, what you do, your typical client's problem, and your solution, i.e. what pain or suffering your service alleviates, and what end result people will get when they use this service. You should also explain why you are passionate about the service you perform for folks. And you should close with your reputation, i.e. what you are known for.

Once you've crafted your social pitch, the next important step is to practice it so that it becomes ingrained, so that you can give it with confidence. During my daily drive to work, I typically run through my social pitch at least three times in twelve minutes. I used to have it pinned up to the mirror in my bathroom. Before I had it memorized, I would practice it every morning three times before I left the bathroom. (Yes, I probably spend too much time in the bathroom. I'm a girl.)

Because practicing it is so important, where else can you practice your pitch? You can pitch pretty much anywhere . . . at McDonald's, at the grocery store, at church, at your bar association, at your children's school, etc. Also, pitch to first responders, i.e. the first people to know someone is getting divorced, like your masseuse, your nail technician, your clergyperson, your hair dresser, etc.

While pitching can be done anywhere, anytime, you should take care to avoid the most common pitfalls. There are some wrong times or places to make a pitch. Do not make a pitch when you have no rapport with the listener. Do not use jargon while making your pitch. Do not make a pitch when you have no credibility because you cannot deliver what you promise. Don't be boring; failing to deliver your pitch with passion is a big mistake. Not personalizing your pitch to your listener is another pitfall.

Finally, inconsistency is a huge danger for pitch delivery. If you pitch anything passionately 1,000 times, you can achieve almost anything. But even a compelling pitch that only comes out of your mouth once a month will fizzle. Pitch every day.

How to improve your pitch:

- Clearly understand the value of the services you offer and the problems you solve.
- Write your pitch down and learn it by heart.
- Create a version of your pitch that can be Tweeted (140 characters or less).
- Pitch to people deliberately and specifically.
- Pitch as often as possible to people you don't know.
- Train your support staff to pitch their version of your pitch.

When crafting your pitch, consider, who is your listener? Construct an avatar of your perfect listener or even picture a real person whom you would like to reach. For a collaborative professional, your ideal listener would likely be a family law attorney, family counselor, or financial professional with whom you would like to team up collaboratively. Also, it could be people who earn at least \$75,000 annually, have at least a \$250,000 net worth, and have minor children; these are folks who earn enough to afford a collaborative divorce and who would have issues related to their children that would benefit from a collaborative divorce. Additionally, they will likely have similarly-situated friends and colleagues to whom they could then also promote collaborative divorce.

Once you have constructed your avatars, think about what it is that they want to know. What is their big, burning question? For a collaborative professional, it will likely be

how collaborative practice could benefit her career, i.e. by how lucrative it might be, how it might reduce the stress in her life, and how she might help the people she cares about by practicing collaborative divorce. For the potential client, it will be how it can help his family, how much it will cost, or why it is superior to litigation.

Be sure that your pitch positions you in a positive light and that you are attracting the sort of client you want. There is no point in pitching to bulldog litigators who would never have the right personality to practice collaboratively or to individuals who do not have the funds to pay for a collaborative divorce.

Your pitch should explain what you offer that is different. Not difficult for us collaborative professionals, is it?! It should describe your unique take on things; there is no point in being a clone of an existing influencer in your profession.

Be clear as to the desired action you want your listener to take. Do you want him to find out where to be trained as a collaborative professional? Or to consult with you about representing him collaboratively in his divorce?

So what's the first, most crucial step to changing the public perception of how divorce must take place? The answer is "pitching!" Pitching is how "we will all change the way the world gets divorced!"

Now get out there and start pitching!

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DIVORCE WITHOUT COURT

BY

JORYN JENKINS, ESQUIRE

OPEN FOR BUSINESS *MARKETING YOUR COLLABORATIVE PRACTICE TOOLKIT* *DISCOVERY SESSION*

1. What percentage of your clients comes from:
 - a. Referrals? _____ %
 - b. Marketing? _____ %

2. Do you have more than five full-time staff members working for you?
_____ yes _____ no
 - a. If not, how many staff do you have working for you?

 - b. Do you do everything in your practice with little or no support?
_____ yes _____ no
 - c. From where does your support come? _____

3. Have you won a respected award for what you do?
_____ yes _____ no

4. When asked what you do, do folks seem bored or confused by your answer?
_____ yes _____ no
 - a. Do you deliver a compelling response?
_____ yes _____ no
 - b. Deliver it for me. Score _____ %
 - c. Have you trained your staff to communicate your vision, i.e. to pitch your practice correctly?
_____ yes _____ no
 - d. Can your staff each give a compelling response, when asked what they do?
_____ yes _____ no
 - e. How often do you test your staff's ability to do that?
 - f. How? (Mystery callers, etc.) _____

5. Can you:
 - a. Articulate your practice's vision easily and convincingly?
_____ yes _____ no

- b. Convince a stranger that you are credible in your profession in 30 seconds?
___ yes ___ no
- c. Do you mention your award when you deliver your pitch?
___ yes ___ no
- d. Give me an example of that. Score ____%

6. Do you ever present to the general public?

- a. How often do you give talks, trainings, presentations, speeches, etc.?
Weekly ___ Monthly ___ Quarterly ___
- b. About courtless/collaborative divorce?
___ yes ___ no
- c. About related services?
___ yes ___ no
- d. Are you requested or invited to give talks, trainings, presentations, etc.?
___ yes ___ no
- e. Are you paid to give talks, trainings, presentations, speeches, etc.?
___ yes ___ no
- f. Could you deliver a 30-minute presentation explaining collaborative divorce and your collaborative practice one week from now?
___ yes ___ no

7. Do you have a PowerPoint that you use for your presentations?

- ___ yes ___ no
- a. Do you have more than one?
___ yes ___ no
- b. What is the focus of your PowerPoint(s)?

8. Do you have whiteboard videos that you use to make your presentations or to explain your services?

- ___ yes ___ no
- a. Do you have more than one?
___ yes ___ no
- b. What is the focus of your whiteboard(s)?

9. Do you have active referral partners sending you collaborative divorce business?

- ___ yes ___ no
- a. How often do you receive such referrals?
Weekly ___ Monthly ___ Quarterly ___
- b. Do you receive those referrals from:
 - Collaborative Teammates? ___ yes ___ no
 - Collaborative Lawyers? ___ yes ___ no
 - Other Lawyers? ___ yes ___ no

- Collaborative MHPs? yes no
- Other MHPs? yes no
- Collaborative Financial Neutrals? yes no
- Other Financial Neutrals? yes no
- Former clients? yes no
- Personal Care Technicians? yes no
- Religious Organizations? yes no
- From who else do you receive referrals? _____
- Any other First Responders? yes no

- c. How do you support your ongoing relationships:
 - With these referral partners?
 - With the entire group of that type of referral partner?

10. Do you actively refer your clients to other appropriate service providers?
 yes no

11. Would someone find that most of page 1 are links to you?
- a. If he googled you?
 yes no
 - b. If he googled Collaborative Divorce in your market?
 yes no

12. Do you have a professionally-created website for your services?
 yes no
- a. Do you have videos on the Internet that feature you positively?
 yes no
 - b. Do they link back to your website?
 yes no

13. Is there anything negative about you, your services, or your firm on the Internet?

14. Do you have several active social media profiles? yes no
- a. Where?

LinkedIn	_____
FaceBook	_____
Twitter	_____
Instagram	_____
YouTube	_____
Google Hangout	_____
Other	_____
 - b. How many Friends do you have on Facebook?

100+?	_____
500+?	_____
1,000+?	_____
 - c. How many connections do you have on LinkedIn?

100+?	_____
500+?	_____

15. Do you have professionally-created brochures for your services?

yes no

a. Does your brochure correctly communicate your vision?

yes no

b. Does it connect your vision to the need you fulfill for your potential clients?

yes no

16. Do you belong to a collaborative practice group?

yes no

a. If so, do the members of your practice group pitch your practice correctly?

yes no

b. Have you trained them to do that?

yes no

17. Do you belong to a collaborative divorce team?

yes no

a. Do the members of your collaborative team pitch your practice correctly?

yes no

b. Have you trained them to do that?

yes no

18. Are you invited to join a new collaborative divorce team regularly?

yes no

a. Do you feel overlooked by collaborative teams despite the value you offer?

yes no

19. Do you invest in regular training and development for yourself?

yes no

a. For your staff?

yes no

20. Do you publish regularly?

yes no

a. How often?

Weekly Monthly Quarterly

b. Is it difficult for you to write about your services?

yes no

c. Have you published academic papers relevant to your mission?

yes no

d. Have you published a paper, a blog, or an article in the last month?

yes no

e. Have you published a book?

yes no

21. Have you recently had any of your services publicized in the press?

yes no

a. Do others write or blog about you or your services positively?

___ yes ___ no

b. How often have you had your work published in the press?

c. How often are you featured in the media?

On TV? Weekly ___ Monthly ___ Quarterly ___

On the radio? Weekly ___ Monthly ___ Quarterly ___

In the newspaper? Weekly ___ Monthly ___ Quarterly ___

On various websites? Weekly ___ Monthly ___ Quarterly ___

Anywhere else? Weekly ___ Monthly ___ Quarterly ___

d. How often have you been asked to guest on:

Someone else's podcast? Weekly ___ Monthly ___ Quarterly ___

On a talk radio show? Weekly ___ Monthly ___ Quarterly ___

On TV? Weekly ___ Monthly ___ Quarterly ___

22. Do you send out a regular newsletter?

___ yes ___ no

a. If so, how often do you send it out? Weekly ___ Monthly ___ Quarterly ___

23. Do you ever receive testimonials showcasing your services?

___ yes ___ no

a. Do you ever ask for them?

___ yes ___ no

b. Do you have a method for asking for them?

___ yes ___ no

Describe it.

c. Do you ensure that your testimonials are showcased on your website?

___ yes ___ no

24. Does your practice have revenue of over \$250,000 per year?

___ yes ___ no

a. Are you highly recompensed for your services?

___ yes ___ no

b. Is your practice profitable after you take a reasonable income from it?

___ yes ___ no

c. Do you consistently hit your revenue goals for your practice each year?

___ yes ___ no

DIVORCE WITHOUT COURT

BY

JORYN JENKINS, ESQUIRE

COLLABORATIVE CHAMPION REPORT

Why should you care about the answers to these questions? Because, to really make a difference in the world and in your own collaborative practice, you must reach as many people as possible. The more people who know about the collaborative process, the more likely it is that you can be successful in running your courtless practice. The most influential people in any industry corner the lion's share of the business.

We all know this, but we are collaborative divorce professionals, and we care more about "doing good" than about "doing well." So think of all the good you can do with a well-publicized collaborative practice. We err when we don't focus on marketing, because we don't develop and increase our "influence," and we then fail to improve our practice. And we don't "change the way the world gets divorced."

In every industry, the divorce work that we do included, there are three types of professionals: 1) the Newbies, who are just starting out; 2) the Workers, who are skilled, but unexceptional and therefore unrecognized; and 3) the Champions (John Maxwell called them "People of Influence," but we will call them Champions of Collaborative Practice), who are highly credible, who are very visible, and who are making a difference.

Who are the Champions in the collaborative process movement in your market? Ask any collaborative professional in your community, and he is likely to name the same few people. Are you one of them?

If not, how did these people become Champions? Do they speak fluently about collaborative divorce? Are they president of your practice group? Do they blog often? Do they publish articles about collaborative practice? Do they train others in collaborative practice? Are they polished and passionate presenters? What do you need to do to be added to this short list?

Why is it important to be a Champion anyway? Champions attract the clients we all want, clients who know that they want to design their own separation agreements, who want to successfully co-parent their children after divorce, and who are willing to pay, within reason, for a "good divorce, a better, kinder divorce." Champions receive more referrals from other professionals and from former clients. They receive them from first responders of all professions and trades. Champions enjoy a greater sense of clarity and purpose in their visions of themselves and of their staff. Champions are asked to join other collaborative teams and other collaborate presenters. Champions are invited to speak about what they do, and they write about it, as well.

Champions in the collaborative process develop and then continually strengthen specific core characteristics, five *fortes*:

1. Pitching
2. Publishing
3. Presenting
4. Profiling
5. Partnering

How do *you* become a Champion? Know this. . . there is plenty of room for you to be a Champion in this burgeoning practice area. We all deplore that we must still toil toward that tipping point when John Q. Public *knows* his divorce process options already and knows to ask for a collaborative divorce the minute he walks up to the lawyer's receptionist. But the good news is that there are plenty of openings in the collaborative field that are just begging for someone who is excited about this innovative practice area to step in and fill. And there is no reason at all that that person can't be you.

Make a commitment to yourself to become a Champion.

Five Fortes of People Who Are Changing the Way the World Gets Divorced

1. Clarity – Pitch

Do you clearly articulate the value of the services you provide? Do you have a compelling answer to the question “What do you do?” One that invites questions? Clarity is the ability to communicate your message in a way that convinces. Work on your elevator and social pitches so that you deliver them crisply and impressively.

2. Credibility – Publish

Do you have authority in your industry? Do people perceive you to be an expert, to have the right answers? Think back to your list of collaborative Champions. Are they published? Probably. Credibility is the ability to write clear and compelling blogs, articles, tweets, and books that people will read, relate to, and share with others.

3. Coherence – Present

Are you invited to speak at trainings, at events, on podcasts, and on radio shows? Do people seek you out to present because of your ability to connect with a crowd and your passion for the subject matter? Coherence is your ability to communicate your mission and your vision persuasively, to “spread the word” to more than one person at a time.

4. Conspicuousness – Profile

Is your personal brand conspicuous, visible, and easily identified, both on-line and in traditional media? Are you able to take your ideas, your mission, your vision, and your cause “above the noise”? Do you work on your profile consciously and purposefully, honing it so that it reflects your vision and your mission clearly?

5. Connectivity – Partner

Are you well-established in the collaborative inner circle? Connectivity is your ability to form strategic alliances with first responders, with referral sources, with collaborative divorce teams, and with other collaborative Champions who can all help change the way the world gets divorced happen faster.

How can *you* improve your skills in these five areas? Because you can, of course. And, as you develop these five characteristics, you will become not just more influential, but more commercially successful. The *Open for Business Marketing Your Collaborative Practice Toolkit*

can help you do that. But, in the meantime, let's talk about how you can develop and/or improve on your own traits of being a Champion.

Improve Your Pitch

The very necessary first step in the process of consciously becoming a Champion is to hone your pitch. Pitching is your ability to clearly communicate your message in a way that enrolls and influences people towards your ideas. Pitching is a vitally important strength for any Champion. If you offer something of great value but no one can understand it, you're stuck. Throughout history, every great business, movement, or cause has begun with a powerful pitch. Armed with nothing more than their eloquent words, Champions have always been able to change the world.

If I asked you to name the five most influential people you can think of . . . and then I listed ten, your five would be amongst my ten. We all know those folks with the most influential pitches ever: Moses, Jesus Christ, Martin Luther King, Gandhi, John F. Kennedy. . .

Consider that everyone you meet knows over 250 people. An exceptional pitch is one that compels its listener to *want* to tell everyone they know about you. . . all 250 of them, and introduce you. An exceptional pitch is defined by the fact that they will *want* to volunteer to share their time, contacts, and resources with you. Your pitch has made them feel that they will be doing those contacts an immense favor by introducing you to them.

There is massive room to grow your influence simply by improving the way you describe what you are doing in the world. Potent pitching results in others understanding and catching your enthusiasm. A powerful pitch renders your passion contagious.

For that to happen, you must clarify how much value you offer. You understand better than anyone the problems you solve and how that impacts people. You must tap into your big mission and assure that your work is in line with your values. As a divorce professional, you appreciate the destructiveness of a litigated divorce and the dire need for a different approach. You recognize the benefits of collaborative practice for families in transition. You know that it serves the divorcing spouses' children's best interests while reducing fees and stress levels. This should be clear in your pitch. Great pitching isn't about having the right words; it's about comprehending your core value and expressing it clearly. Learn the structure of the perfect pitch and then frame your own. Watch it land and then hone it. Remember that the right words won't be successful if not accompanied by an appropriate supply of fervor.

How to Score Higher for Pitching:

- Achieve a clearer understanding of the value you offer and the problems you solve.
- Write your pitch and memorize it.
- Pitch early and often.
- Create a version of your pitch that you can Tweet. Set it up as an Evergreen Tweet.
- Pitch to people deliberately.
- Pitch to strangers and watch how it lands. Then rewrite it.
- Train your team to pitch correctly. Surround yourself with staff who are as excited as you are and encourage them to spread the word.

Improve Your Publishing

Publishing your ideas in blogs, articles, papers, and books communicates some

important and necessary messages about you. It says that you have insights into your subject matter that are worth documenting. Publishing communicates credibility. Without credibility, you can't achieve your vision. Conversely, a person with high credibility doesn't need to say much, but what they *do* say carries a lot of weight. Being an author or a published writer in your industry massively increases your credibility.

Because collaborative practice is so new, there aren't many books about the collaborative process published yet. By writing your book, you could quickly make a name for yourself as one of its few published experts. How impressed will your prospects and other professionals be when you hand them your book on collaborative practice?!

Publishing also translates into scalability; people can read your published ideas and get to know your story from anywhere in the world. In the age of the Google search, your message can spread far and wide rapidly and remarkably. Publishing says that you must be either an expert or have access to experts. The public assumes that, in order to write a paper, article, blog, or book about it, you must have some expertise in this field (or you must have been able to interview people with an expertise).

Beyond the benefits of authoring published materials, the process of writing is also extremely valuable. It clarifies your thinking. When you force yourself to convey your ideas in print, you transform your intuitive concepts into valuable insights. Topics with which you're very familiar can sometimes become fuzzy, but when you record them in writing, you organize this content more comprehensively. When you write, you create valuable "intellectual property" that you can then use to spread the message, teach your staff, train your team, add value to your clients, or advance a line of thought. And it will help you learn and understand your subject that much better.

Published material is the hallmark of any Champion. Unleashing your ideas through published documents allows your credibility and influence to grow.

How to Score Higher for Publishing:

Who is your Reader? Construct an avatar of your perfect reader or even picture a real person whom you would like your published work to reach. When pitching collaborative, the Reader should be someone who is or who has the potential to be involved in a domestic dispute or who knows someone who is or who has that potential. It is likely that he has minor children, assets and liabilities, and an income sufficient to be able to pay for a collaborative divorce. He should be the type of person who puts his family first and who wants what is best for his children.

Or he might be a professional looking for a better way to assist families in their domestic disputes.

What does he want to know? Identify the big, burning questions your Reader wants answered. When pitching collaborative, your Reader wants to know why he should choose collaborative instead of traditional litigation. Stress that it will save him money and that he will learn skills that will help in his co-parenting and other relationships as he moves forward.

If he is a professional with whom you might want to collaborate, make sure he understands that collaborative is generally a more positive, less stressful experience for the professionals.

Does your published content position you correctly? You want to attract the right sort of people and position yourself in a positive light. There's no point in writing the book for

collaborative divorce if you want to be known for being a hard-hitting trial attorney.

What can you offer that's different? Every publication should offer a unique take on things; there's no point in cloning yourself from an existing Champion. And you have a unique take, let there be no doubt. You are the only one who has worked with the clients with whom you have worked, on the matters on which you have worked, and seen the results that you have seen.

What action do you desire your Reader to take? What is the specific next step that you want your Reader to take right after they put your book down or finish reading your article? Do you want him to retain your services? To tell his friends and family about your collaborative practice? To refer a case to you? If you don't ask, you don't get. You must ask so that your Reader start thinking about how to do as you ask.

Improve Your Presentation

Many people fear public speaking. The best way to overcome that fear is to practice often. The more comfortable that you are with your content, the better able you will be to deliver it calmly. You may feel more at ease by having a written script but be sure that you don't read directly from it. Use it to refresh your memory but know it well enough that you don't need to look at it.

Develop a personal speaking style. Be enthusiastic and informative. Tell jokes, if that suits you. Instead of lecturing, converse with your crowd. Ask questions. Involve your audience in the discussion.

Practice for your friends and ask them to critique you. Tape yourself and/or the audience so that you can review it later to determine where you need work. If you really feel that there is room for improvement, take a course on public speaking.

Attend other presentations and pay attention to what works and what doesn't work.

Be an expert on your subject. The more knowledgeable you are about a topic, the more comfortable you'll feel while presenting. Do your homework. Research the topic, talk to other experts, and be informed about recent changes and advancements.

Know your audience. Speak to their level. If you are presenting to experts in the field, gloss over the basics, and move on to what makes your presentation new and interesting information. If you are talking to beginners, focus on basic concepts, and only move on to more complex topics when the room understands the basics. Also, consider what would be particularly interesting to this group of people. When determining this, you may consider the education level, age, gender, ethnicity, etc. of the crowd. Is it a crowd who would appreciate a good laugh? Or, is it a more serious crowd or subject matter in which joking would come across as disrespectful?

Arrive early to the venue where you will present so that you have time to get to know your surroundings and so that you don't add any unnecessary stress.

Perform relaxation techniques like deep breaths and positive visualization. Drink a large cup of water before you begin to moisten your vocal cords. Have the water available during the presentation in case your mouth becomes dry. Also, taking a sip of water will give you good reason to take a small break and collect your thoughts.

Slow down. Most nervous presenters tend to speak too quickly. Not only are they hard to understand, it gives off a nervous energy. To appear more calm (even if you're not!), speak slowly.

If you do stumble, try to relax, make a joke, and move past it. Nobody is perfect, and

no presentation will run perfectly every time.

Use technology like PowerPoint, but only if it will enhance your presentation. Don't use it as a crutch or if it causes you to be more nervous (because of possible glitches) or to disengage from the crowd.

Make sure that your presentation has a solid structure with an introduction, body, and conclusion. Tell them what you're going to tell them, tell them, and then remind them what you told them. Start strong with a shocking fact, a funny joke, or an inspiring quote so that you capture their attention immediately. Repeat your important points. Be cognizant of your time limit so you don't get stuck talking too long about one subject or end up with nothing left to say and much time left. Consider allowing time for a Q&A period. If you don't know the answer to a question, tell the person that you will look into it and contact him directly with the answer. Have a conclusion ready for once the Q&A period ends. Finish strong, tying your conclusion to something that you said in your introduction.

Fake it till you make it. Even if you're not overly confident, pretend as though you are, and it will come across as though you are. Don't slouch or fidget. Look your audience in the eyes. Speak loudly and clearly.

Be passionate about your subject and you'll likely win over your crowd, even if it is obvious that you are nervous. And, by the way, you may feel nervous, but it is extremely rare that the audience realizes that you are. Unless you tell them. Remember that most audiences want you to do well and understand that not all presentations go as planned.

Smile, and you will instantly be more likeable. Your smiles, when appropriate, will always win over your audience.

How to Score Higher for Partnering:

Who are your Partners? Construct your partnership pitch, taking exactly the same steps that you originally took to create your collaborative pitch. But now your pitch is targeted at all of those possible champions you want on your teams, the collaborative professionals, the referral partners, the independent contractor professionals who can help you with the prior four fortes, the social media consultants, etc. More importantly, what you begin to realize, as you become proficient at the first four fortes discussed above, is that potential partners will approach *you*. The question becomes whether you are able to distinguish the *valuable* partnerships from those that will provide you with no benefit.

How to Become a Collaborative Champion

Increase your effort: Champions pitch all the time, they publish content repeatedly, they present their ideas at public events, their personal brand is conspicuous, and they partner with every valuable prospect. If you do not put in the effort frequently and reliably, you'll be beaten by the people who do, and they may not practice in a collaborative way.

The *Open for Business Marketing Your Collaborative Practice Toolkit* can help you do that.

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Questions for Screening New Collaborative Clients

1. Why do you want a divorce?
2. Why do you want to use a Collaborative Professional?
3. How self-aware is the client of his/her role in breakdown of marriage?
4. Are you willing to participate in creative problem solving?
5. Are you willing to compromise to come to a settlement?
6. How well do you communicate with your spouse?
7. Are you willing to participate in the Collaborative Process?
8. Are you willing to participate in a process that is private rather than public?
9. Do you want to teach your spouse a lesson?
10. Do you want to retaliate against your spouse?
11. Are you willing to accept your spouse having a significant other?
12. Do you have reasonable expectations?
13. Are you willing to be flexible to come into an agreement?
14. Are you willing to listen to your spouse?
15. Is there an imbalance of power on financial issues?
16. Are you insightful about your relationship with your spouse?
17. Are you willing and able to acknowledge fault?
18. Do you feel a need to have your day in court?
19. How have you and your spouse typically made decisions in the past?
20. What typically happens if you and your spouse have a disagreement?
21. Are you and your spouse on medication that affects functionality?
22. Do either of you press the other's buttons?
23. Can you negotiate with your spouse in the same room?
24. Are you willing to respectfully listen to your spouse as she/he speaks during mediation?
25. Do you have concerns about your children when they are with your spouse?
26. How do each of you discipline your children?
27. Have your children heard you and your spouse arguing?
28. Have your children seen either of you get violent with the other?
29. What would it take for you to feel safe to say what you want to say?
30. Do you believe that your spouse will be honest in this process?
31. Are you willing to be honest in this process?
32. Are you willing to negotiate in good faith?
33. Do you believe that your spouse will negotiate in good faith?
34. Are you willing to participate with us to gather appropriate information?

QUESTIONS FOR COLLABORATIVE CLIENTS

I. PROCESS

1. Do you want to resolve this matter and avoid litigation?
2. Would you like this process to address your concerns?
3. Do you want to have a say in the final outcome of this process?

II. CHILDREN

4. Do you want to reduce the adverse effect of this process on your children?
5. Are your children the most important people in your lives?
6. Do you want a result that is in the best possible interest of your children?
7. Is your children's health and happiness important to you?

III. FINANCES

8. Is one of your goals to minimize the cost of this process?
9. Is one of your goals to make this process as cost effective as possible?
10. Is one of your goals to ensure your future financial stability?
11. Would it be important to you to know that the ultimate financial settlement is acceptable to you?

EXPLANATION OF COLLABORATIVE PROCESS

We had a consultation with you on _____ during which we discussed your family matter. We informed you of the following:

A. The choices that you have for handling your family matter, including reconciliation, representing yourself (pro se), going to mediation with or without an attorney representing you before anything has been filed in court, filing papers in court with or without an attorney representing you to ask a judge to resolve your family matter, going to mediation after papers have been filed in court with or without you being represented by an attorney, and using the Collaborative Process;

B. The benefits and risks of each of the process choices to handle your family matter;

C. The nature and scope of your matter to be handled if you choose to use the Collaborative Process and how that process generally works;

D. That the Collaborative Process cannot be used by you unless your spouse/partner chooses to use that process as well;

E. The material benefits and risks of handling your matter using the Collaborative Process;

F. If you choose to use the Collaborative Process, your participation is voluntary and either you or your spouse/partner can choose to leave the process at any time;

G. That if you and your spouse/partner choose to use the Collaborative Process, the process will be terminated if you or your spouse/partner initiate proceedings or seek court intervention except in limited circumstances; and

H. That if you and your spouse/partner choose to use the Collaborative Process, we and your spouse/partner's Collaborative attorney will be disqualified from representing you and your spouse/partner in any future litigation in court against each other over the subject matter of the Collaborative Process.

In the Collaborative Process, both you and your spouse/partner must retain an individual attorney. Our fees and costs will be billed to you pursuant to the Retainer Agreement that you have entered into with us and there will be an Addendum to the Retainer Agreement once you and your spouse/partner officially choose to use the Collaborative Process by signing a Participation Agreement. The other attorney will bill your spouse/partner according to their retainer agreement.

We usually use a neutral facilitator in the Collaborative Process, who most likely will have a mental health background. That person will have his/her own retainer agreement with you and your spouse/partner and the Facilitator will be paid by you and/or your spouse/partner. You can expect the facilitator to require a retainer of between \$1,000.00 and \$4,000.00 and to bill in the range of \$150.00 - \$400.00 per hour for his/her services.

If there are financial issues in your matter, you and your spouse/partner may retain the services of a neutral financial professional, such as a forensic accountant or a financial planner. You and your spouse/partner will also enter into a retainer agreement with the neutral financial professional and be responsible for payment of that person's fees. You can expect to pay that professional a retainer in the range of \$3,000 - \$7,000.00. The financial professional will bill on an hourly basis for his/her services and those of his/her staff. The hourly rates will vary depending upon who works on your matter. The hourly rate typically vary between \$250.00 - \$450.00 per hour.

It is impossible to estimate the total cost of your matter because there are so many variables that will affect the time and cost needed to conclude the process. At this time, we do not know what the issues in dispute will be with your spouse/partner. The simpler and fewer disputed issues that you have with your spouse/partner, the lower the total cost of the process will be. A significant factor in the total cost for the Collaborative Process will be how much you and your spouse/partner cooperate with each other and the professionals. Cooperation should reduce the cost for each of the professionals and a lack of cooperation will cause the professionals to spend more time, which will cost you and your spouse/partner more money.

You will receive monthly invoices from our office and you should receive monthly invoices from the facilitator and the financial professional. Therefore, you should know each month how much this process is costing. The cost of a process to resolve family matters is an important factor to consider when you negotiate with your spouse/partner. Our experience has been that the Collaborative Process should cost less money and take less time than traditional litigation, but there will be costs involved no matter what process you use to resolve your differences with your spouse/partner. We will talk to you regularly about the financial and emotional costs of decisions that you are going to make, and we will consult with you about how the disputes with your spouse/partner would possibly be resolved if you were using another dispute

resolution method. Please feel free to discuss with us any questions that you have about the Collaborative Process and the costs involved.

We look forward to helping you to resolve your differences with your spouse/partner. Our goal will be to minimize the financial, emotional and time costs to your family. Please feel free to contact us if you ever have any questions about anything related to your matter and how we are representing you.

Robert J. Merlin, P.A.

We Make a Positive Difference in Our Client's Life

I understand that it is not possible for my Collaborative attorneys to determine in advance the exact amount of time that will be needed to complete my matter or how much it will cost me and my spouse/partner. I understand that my Collaborative attorneys will use their best judgment to determine the amount of time, who is to perform the work, and the nature of the services to be performed on my behalf. I acknowledge that I will be kept fully informed by my Collaborative attorneys of the time devoted to my matter through monthly billings.

I acknowledge that I have read and that I understand this Explanation of Collaborative Process and by signing below, I acknowledge that I have chosen to use the Collaborative Process to resolve my differences with my spouse/partner.

Dated this ___ day of _____ 2019

CLIENT

**COMMUNICATIONS AUTHORIZATION AND
UNDERSTANDING OF THE COLLABORATIVE PROCESS**

I authorize that the agendas, minutes, drafts of documents and orders may be sent directly and simultaneously to me, my spouse, **her/his** lawyer and any other Collaborative professional who has signed a Participation Agreement.

I understand and authorize that any communications to or from my spouse that I forward to my lawyer will be immediately forwarded by my lawyer to my spouse's lawyer. I can send a message to my lawyer and instruct my lawyer not to forward it to my spouse's lawyer or another Collaborative professional. If I instruct my lawyer not to forward the message, I understand that my attorney may have to withdraw from the Collaborative Process if my attorney believes that the information is relevant to the Collaborative matter and that it should be disclosed to the other lawyer and/or another Collaborative professional.

I understand that I may not send anything to my spouse's lawyer, unless it is solicited as a correction to agendas, minutes, drafts of documents and orders, or unless I am responding to a communication from the other lawyer. If I am responding to a communication from the other party's lawyer, I will always copy my lawyer with the response. Any email I send to my spouse's lawyer will be forwarded to my spouse or will be verbally conveyed to **her/him**. I also understand that my spouse's lawyer may only communicate with me on procedural-type matters (unless **he/she** has permission from my lawyer to communicate with me regarding other matters) and that those communications will be directed and/or copied to my lawyer and my spouse as well. I may always communicate with the other party (who can decide if he/she wants to forward the communication to his/her lawyer) and with my own lawyer without forwarding such communications to all other parties.

I understand that, to facilitate the process, there are times that the Collaborative team (the Collaborative lawyers and any other Collaborative professionals) may communicate "off the record" without copying me or my spouse with such communication, but if either of the parties is copied, both will be copied.

I understand the transfer of unencrypted information by electronic means may or may not be a waiver of my right to privacy, confidential communication, and attorney-client privilege with respect to the content of the electronic communications. I nevertheless consent to the use of unencrypted email, facsimile and other electronic communication between the Collaborative Process participants.

I have informed my Collaborative attorney, _____, Esquire, that it is my intention to use the Collaborative Process to negotiate a settlement with my spouse of all issues involved in the dissolution of our marriage. I understand that the Collaborative Process will officially start when my spouse and I sign a Participation Agreement. I agree to meet with a neutral facilitator, a Mental Health Professional, prior to signing the Participation Agreement. I agree that my Collaborative attorney can share statements I have made and his impressions with my spouse's attorney, the neutral Mental Health Professional and, if we use one, the neutral Financial

Professional, even if such communications have occurred prior to the signing of the Participation Agreement. This authorization is in recognition of my intention to be honest and transparent in the negotiations with my spouse, which is one of the reasons why I have chosen to utilize the Collaborative Process.

Dated this _____ day of _____, 201_



<https://www.collaborativepractice.com>

**THERE IS A WEALTH OF INFORMATION ON
THE IACP WEBSITE**



Florida Collaborative Trainers

Fitting the Pieces Together – An Interdisciplinary Training Group

MENTOR/MENTEE

***A SINGLE CONVERSATION ACROSS THE TABLE WITH A WISE MAN
IS WORTH A MONTH'S STUDY OF BOOKS – CHINESE PROVERB***

Mentoring – A Definition

A mentor is that person who achieves a one to one developmental relationship with a learner.

Creates possibilities and provides guidance and support to others in a relationship of trust.

A mutual learning partnership in which individuals assist each other with personal and career development through coaching, role modeling, counseling, sharing knowledge and providing emotional support.

QUALIFICATIONS FOR BECOMING A MENTOR

- 1. Attorneys must have had a minimum of 5 cases.**
- 2. Financial Professionals must have had a minimum of 5 cases.**
- 3. MHPs must have had a minimum of 3 cases.**
- 4. You may sign up or be assigned a “buddy” who will be your “go to” person and will function in the same role as a mentor in the event that you do not have a current Collaborative case.**

What does a mentor do in the mentoring relationship?

The mentor should be the one to take the initiative to make the initial contact with the mentee (as soon as the match is made) and elicit the mentees goals and expectations.

A mentor listens carefully to his or her mentee's goals, strengths, and struggles. Based on those goals, the mentor supports the mentee in meeting his or her goals through questioning, providing guidance and feedback, sharing his or her own experiences, and possibly connecting the mentor with other individuals or groups who could help.

Every mentoring relationship will unfold differently based on the individuals involved, but the purpose of mentoring is not to tell the mentee what to do, but to help the mentee make his / her own informed decisions.

The mentor should be supportive, not critical or negative, and should remember that everyone's experiences and priorities are different.

What does a mentee do in the mentoring relationship?

A mentee communicates his or her goals and professional situation clearly to the mentor. He or she listens critically and objectively to the feedback and guidance received, keeping in mind that the mentor is speaking from his or her specific experience and priorities.

It's up to the mentee to ensure that the relationship is beneficial by keeping in contact, clearly communicating expectations, actively addressing problems, and asking for help when needed.

Setting goals and expectations both the mentor and the mentee should start by discussing their expectations for the mentoring relationship.

This should be clarified as soon as possible, because not understanding each other's expectations for the relationship could lead to disappointment.

A mentor should ask his or her mentee about what the mentee's goals are and what he or she is looking for from the relationship. Mentees should be clear about what they hope to get out of the mentoring relationship, particularly with respect to goals, which will form the foundation of their work with the mentor.

Issues like frequency of meetings, availability, and modes of contact should be agreed upon from the start.

Mentors and mentees are expected to be in contact at least 5-6 times during the year or nine months that they are working together. However, contact can be more frequent or last longer than a year if this is mutually agreed upon.

Ways to keep in contact The mentor and mentee should establish together which mode(s) they prefer to use to keep in contact:

- In-person • Phone • Email

