

# RUSS RIDDLE – ANOMALY AT LAW®



Russ Riddle works with organizations that want to leverage their intellectual property and learn the ins and outs of persuasive communication.

## WHAT CLIENTS ARE SAYING:

*“Russ is a pleasure to work with. He is truly an ‘anomaly at law,’ bringing not only the legal experience and knowledge that you expect from a lawyer, but also the ability to speak to any audience with enthusiasm and style that is entertaining and memorable.” – CEO*

*Every time I bring Russ in to speak, he gets rave reviews. He keeps the audience engaged and entertained. And we always take away something new that we have learned. I’ll be asking Russ to speak for my groups again and again.” – Association Chair*

*“Russ Riddle spoke at my client function. He was entertaining, professional and provided pages of takeaways that the audience could immediately implement to improve their businesses. Russ embraces his audiences with humor and stories ANY audience can easily connect with. I HIGHLY ENDORSE Russ Riddle’s speaker skills and high content delivery.”*

– Consultant / Event Planner

## CORRAL YOUR CA\$H COW!

– Monetize / Protect Your ©s and TMs

Organizations’ most valuable asset aside from their people is their intellectual property. Saddle up to better protect, manage and fatten that cash cow.

- Distinguish between I.P. types
- Ensure ownership from the outset (employees vs. contractors)
- Ace copyrights and avoid copy-wrongs
- Master the trademark DOs and DON'Ts
- Preserve, Protect & Defend -- Police your I.P.
- Stop inadvertently rustling others’ cash cows
- Avoid “public domain” land mines
- Capitalize and comply with licensing opportunities

## PERSUASIVE vs. **ABRASIVE**

Based on 25 years of practicing law and a recent nine-month project interviewing 55 state district judges, persuasion is becoming a lost art. While professionals in all industries routinely hone their technical expertise, data dump and increasing aggression seem the norm. Understand that technical competence is not the same as persuasive competence. Professionals must excel at both. Become better equipped in:

- The time-honored process of persuasion
- Behaviors that are persuasive, distinguished from those that are abrasive
- Persuasive word choices
- Nonverbal persuasion
- Persuasive story craft in business