



The Advocacy Gym



Professional Development

Following a successful career as a City litigation solicitor, Simon formed Simon Coath Consultancy in 1993.

"I have always been interested in how people learn and upon leaving practice decided to undertake a Masters Degree to study the issues that relate to training. This study confirmed what I had always suspected: people prefer learning to being taught! In addition, I learned that the training method deployed was crucial to the success of the training".



SCC has grown year on year since 1993 and now provides Courses to many of the top City and National Law firms. Their success has enabled them to forge relationships and collaborations with institutional providers and to retain top trainers to assist in the design and presentation of a wide range of innovative Law Society accredited Courses.

"Our consultants have presented to all of the major Law firms in the City. They bring a wealth of experience and enjoy the opportunity to work with SCC. We free them up from too prescriptive an approach and encourage innovation and experimentation".

SCC now provides an extensive catalogue of Law Society accredited Courses which includes the Professional Skills Core Course, PSC Electives, Law Society Management Course and CPD Courses including Higher Rights Advocacy Courses. The Advocacy Gym is just one example of the innovative courses that have been devised.

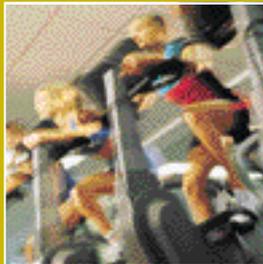
"We encourage client contact and input. Clients want us to make a difference and that is what we do. Our Courses are successful and highly spoken of. Our formula for success is to focus carefully on what is to be achieved for the client. Once we have our objectives marked out we do not stint on time and effort working up an appropriate methodology. It is not enough simply to know that delegates have enjoyed a Course, we facilitate change in our delegates' skills and understanding. Once Courses have been completed, we test our success by evaluation methods that go beyond the completion of the traditional "happy sheet".

All SCC Consultants share a training philosophy.

"None of our consultants is on an exclusive retainer with SCC. They are all professional and experienced freelance trainers. What draws us together is the desire to deliver effective Courses."

"Each of us understands that "chalk and talk" presentation has a place, but that place is seldom in a skills workshop. We recognise that no one comes to our training sessions with a "blank slate" and that the best learning takes place when delegates can relate their existing experience to the exercises they undertake."

The Advocacy Gym



"The Advocacy Gym" provides a unique opportunity to undertake advocacy training guaranteed to leave delegates with new insights that will be of real and immediate benefit to them.

Simon Coath has during the last ten years devised a radical but effective way of training lawyers in advocacy skills. His approach is less prescriptive than that of his competitors and forces delegates to assume responsibility for their own development. (Further information on his method can be found on our web site at www.simoncoathconsultancy.co.uk)

The frequency of our Advocacy Gym sessions allows delegates to choose a training session that coincides with an appearance that they are due to make in Court; they attend a training session **"just in time"!**

Our distinct and proven training methods, coupled with our *accelerated learning technique*[™], enables delegates to work on their strengths and weaknesses at a critical time. They leave the **Gym** with greater understanding of the courtroom dynamic and new perspectives that serve to boost confidence and competence for their forthcoming performance in court.

The success of the Advocacy Gym builds on our unrivalled experience in the design and delivery of innovative Advocacy training programmes coupled with our knowledge and understanding of three crucial training elements:-

1 Learning Cycle

(How a professional learns business and professional skills in the workplace)

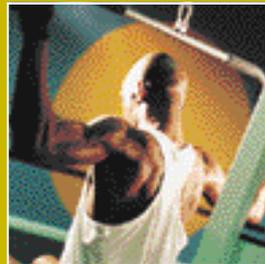
2 Coaching Method

(How professional people respond best to training)

3 Accelerated Learning Technique[™]

(How the Learning Cycle and Coaching Method can be combined to accelerate learning)

The Learning Cycle



Most successful professionals would agree that they learn from experience and that:-

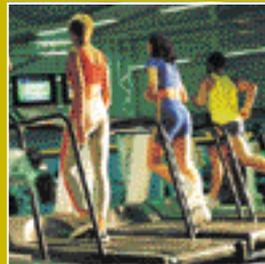
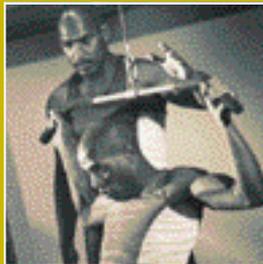
- Their skills are generally “learnt on the job”
- They prefer learning to being taught
- Learning is more palatable when it is specific and “implementable”, as opposed to abstract and theoretical
- Their appetite for learning is enhanced by motivation e.g. “need to know”
- Their development need and learning agenda is unique to them
- People learn from adversity but should also reflect on the causes of success as well
- Learning is a lifetime process

SCC seek to accommodate each of these factors in their training methods.

The Advocacy Gym seeks to exploit the “Learning Cycle”.

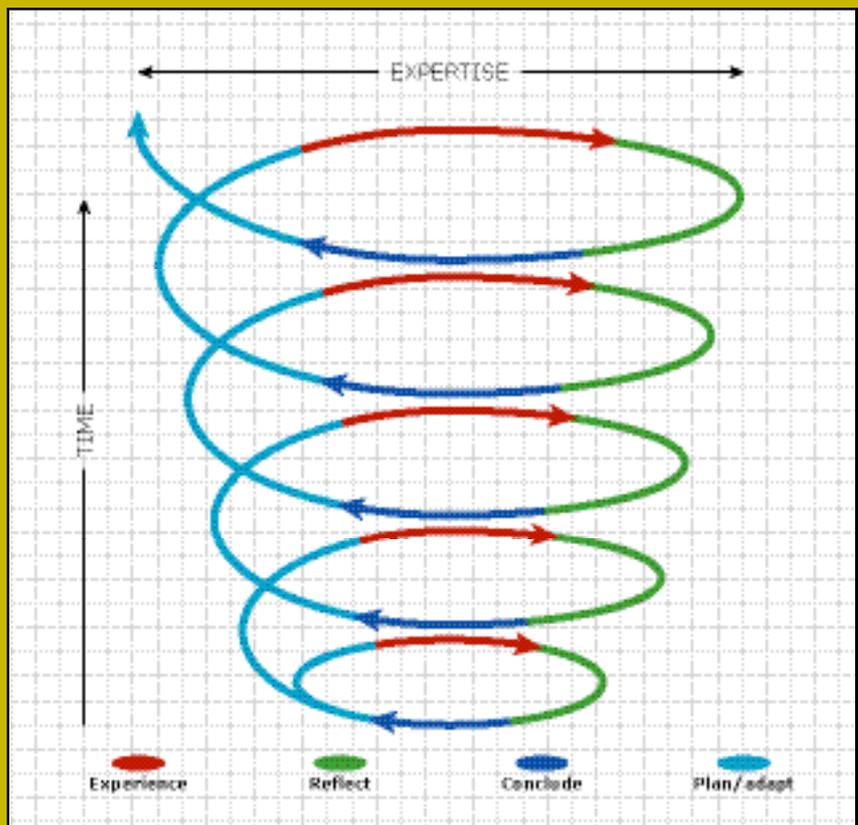
The Learning Cycle is a descriptive metaphor used by trainers to describe the continuous process of learning involving stages that can be described as experiencing, reflecting, concluding (conceptualising) and adapting.

For example, a young professional having **experienced** their first negotiation will **reflect** on that experience and in doing so will come to some **conclusion** as to how they might have performed differently. When that same professional is planning for a new negotiation they will instinctively and naturally **adapt** their earlier experiences to meet the new situation. Over time, this process will be repeated each time a new negotiation is undertaken and as a consequence the professional’s expertise will widen.



The rate at which the professional develops expertise will (to a large extent), depend upon their capacity to learn from their experiences. This in turn will reflect any help or guidance they receive from third parties such as mentors and trainers.

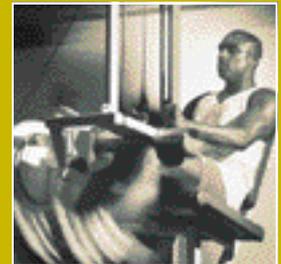
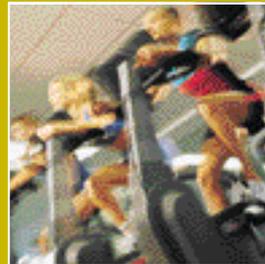
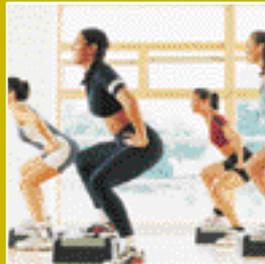
The Learning Cycle - A diagrammatic representation of a typical learning cycle is shown below.



Coaching Method

"He gives a player responsibility. Contrary to what people think, he is not hard, not the type who shouts, "Do this, do that". He lets you express yourself. He knows when to speak to you and when to leave you be. He takes players at face value; he doesn't try to reshape them. He respects their individuality, improving them according to their own attributes. He puts the emphasis on our strong points not our weak ones. When I try a manoeuvre that is too complicated he knows that's part of my make up so he doesn't rebuke me".

(Thierry Henry commenting upon Arsene Wenger's coaching skills in "The Glorious Game" Alex Fynn, Orion Publishers)



We have been successfully training solicitors and barristers in advocacy skills for many years. The coaching methods we use are tried and tested and concentrate on us getting the best out of each individual.

To that end we do not expect advocates to adhere to a particular advocacy "house style". That would be difficult, as we believe that there are as many styles of advocacy as there are advocates!

Our function is to ensure that advocates are able to identify and then work on their own individual strengths and weaknesses. This will entail some element of judgment and discussion but the process will take place in a supportive environment. This is not to say that we won't be critical. We will! However, our feedback will be constructive and will focus just as much on improving strengths as eradicating weaknesses.

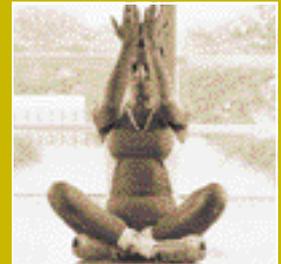
There is little rocket science in coaching. Its success depends upon the trainer being able to engender a relationship with those he trains founded upon trust, truth, and openness. For their part the individual being trained must accept that they are:

- **Capable of improvement**
- **Responsible for that improvement and their development generally**
- **Able to provide solutions to many of their performance problems**

Delegates leave our coaching sessions with new insights and specific pointers feeling more confident and better equipped to face the real challenge of imminent Court hearings.

Accelerated Learning Technique™

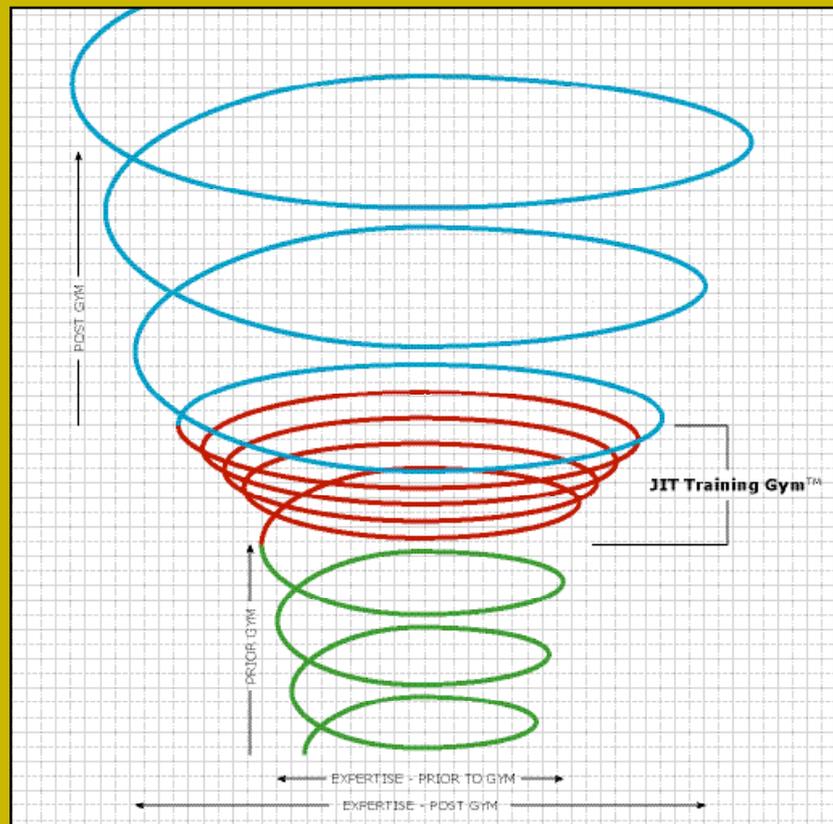
Our **Accelerated Learning Technique™** has been devised to engineer training interventions that maximise delegates' learning. We do this by combining our knowledge of the learning cycle and coaching process and timing the training intervention to coincide with a relevant real life experience.

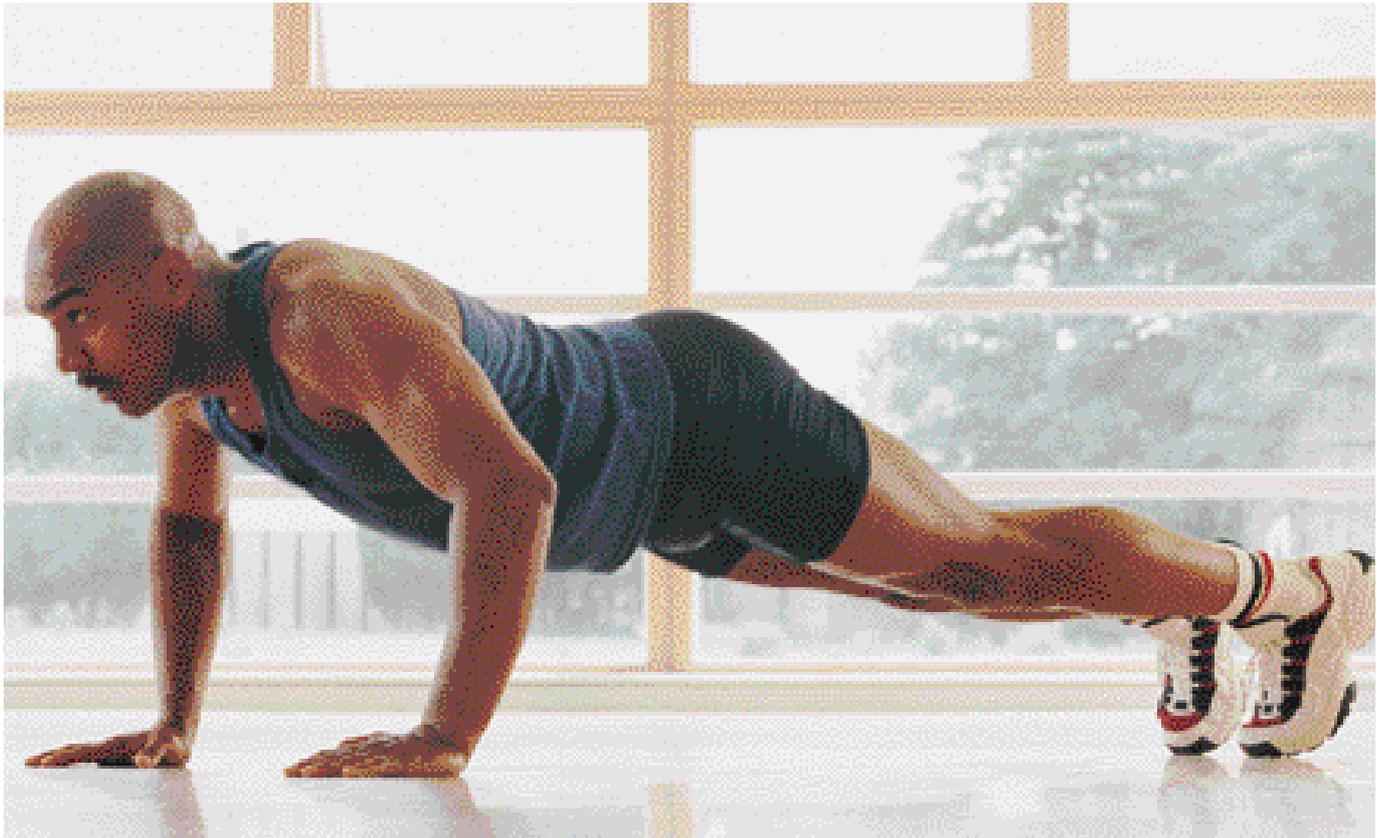


Our Advocacy **JIT Training Gym™** enables delegates to receive professional coaching contemporaneously with their preparation for a court hearing.

Training at this crucial time maximises the transfer of learning from the training session into the workplace experience. In other words, **accelerated learning technique™** is about "tweaking" the natural learning process. Delegates leave the Advocacy Gym to face the event for which they have prepared feeling confident and more able to do themselves credit.

The effect of **accelerated learning technique™** upon a delegate's confidence, competence and performance is illustrated below.





Details of forthcoming "**Advocacy Gym**" sessions together with programme details and information on other JIT Training Gym sessions can be found on our web site at:
www.simoncoathconsultancy.co.uk

The Advocacy Gym

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