

Program Description

“Evergreen Communication Styles for Lawyers and Marketers”

Why is it that at times we easily resonate with certain individuals while at other times we find ourselves frustrated with others? It’s an “evergreen” communications issue -- we may simply be speaking different “languages”. For legal marketers, it comes as no surprise that 90% of lawyers send to communicate in a particular style. In this 90-minute program, we’ll explore the I-SPEAK four communications styles, discuss your individual style and apply new ways to communicate. Unlike personality styles, communication styles can be easily modified and adjusted to enhance your interactions with colleagues, clients and others. As you come to recognize and acknowledge the influence of your own style on your thoughts and actions, you’ll begin to appreciate the importance that other people’s styles hold. This understanding improves the ability to more meaningfully interact with others, and will positively influence how others perceive you.

Optional: You will be given the opportunity to take the I-SPEAK communications styles test.

Anne Gallagher Bio



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For more than 20 years, Anne Gallagher has served as a marketing consultant to the legal industry. She specializes in marketing planning and implementation, training (communications, client feedback, media training) as well as and business development strategy/coaching. Over the years, Anne has worked with individual lawyers, small- to mid-sized law firms, huge firms, legal associations and professional services firms (accounting, consulting, banking, etc.) She’s watched the industry evolve, grow and change and been lucky to be a participant in it. A lawyer and journalist by training (University of Wisconsin - Madison Journalism and Law Schools), her primary communications style is Intuitor (I-SPEAK) and she keeps her creative side alive as an actress (www.annegallagher.com) and recording studio owner (www.studioxchicago.com) in her spare time.

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