

# Develop Successful Trial Strategies

## You asked.

I need to identify, refine and present powerful case themes, establish favorable settlement positions and develop effective strategies for mediation, arbitration and trial.

## We delivered.

Our team provides a comprehensive approach to answering difficult questions about case value and potential exposure. Gain insight and advice from one of the most experienced and diverse jury consulting teams in the industry. The TrialGraphix Advantage puts you in control by managing your litigation, adding confidence to your decisions and providing you with a strategic road map for success.

### Determine a Winning Strategy

Deciding on and enacting the best strategy can make or break your case. Questions over risk exposure, likely damage awards and case value, as well as the motivations behind jurors' decisions and the potential influence of witnesses, are all major strategic concerns.

Litigators must balance all of these questions and concerns. After all, a tactical approach to litigation and voir dire can mean the difference between a favorable outcome and a loss.

### Rely on Our Expert Jury Consultants

Whatever the challenges of your case, our consultants have the experience and expertise to meet them. The TrialGraphix team is an industry leader in jury consulting and trial presentation services. We help you fine-tune compelling case themes, establish favorable settlement positions and cultivate winning strategies for mediation, arbitration and trial.



TrialGraphix experts provide a holistic approach to gauging your case's strengths and weaknesses, testing themes, preparing witnesses, assisting with jury selection, developing powerful presentations and arming you with critical venue profile information. Our methods allow you to generate optimal results.

#### **Case Assessment Consultation**

Even in the earliest stages, it is necessary to anticipate how judges and jurors will respond to your case. Our consultants help develop a theme and strategies from the outset. We identify the case value or potential exposure, manage client expectations and discover leveraging points for both the judge and opposing counsel.

#### **Focus Groups and Jury Research**

Our consultants have aided litigators in thousands of jury cases through the study of focus groups, which allow litigators to uncover potential biases, determine important issues and themes and shape communication strategies. Jurors' reactions are continuously monitored with real-time jury analysis technology.

#### **Mock Trials and Trial Simulation Studies**

Mock trials enable litigators to assess how familiar jurors are with the issues and themes before trial, offering moment-to-moment analysis of juror reaction. Mock trials provide dynamic venues to experiment with integrating each piece of your presentation.

#### **Venue Analysis**

Our consultants research and analyze how the location of a trial and the surrounding community's attitudes might influence a trial. Litigators can evaluate the possibility of settlement, build a basis for a change of venue and generate a juror model.

#### **Witness Preparation**

A compelling witness must possess three qualities: clarity, self-assurance and credibility. Our consultants prepare witnesses to convey these qualities through persuasive communication, behavior modification and relaxation techniques, among other areas.

#### **Jury Selection and Voir Dire**

Using empirical data, questionnaire responses, case-related experiences and jurors' verbal and nonverbal responses, our consultants develop juror models that help litigators uncover biases during jury selection.

#### **Post-Trial Interviews**

Interviewing jurors provides insight into trial strategy and the efficacy of testimonial evidence, as well as how jurors reached the verdict. Such post-trial analysis is essential to improving serial litigation, multidistrict litigation (MDL) and other such cases.

Experience the TrialGraphix Advantage by contacting us at 800 444 6766, or visiting [www.trialgraphix.com](http://www.trialgraphix.com).

## Jury Consulting



## An Extensive Consulting Program

- Experienced and knowledgeable team
- Research methodologies using empirical data, behavioral science and case-related experiences
- Step-by-step process and analysis of possible trial variables
- Understanding of vulnerabilities that expose your company to loss or exposure
- Consistency through the integration of testimonial evidence, documents, video and exhibits into a powerful presentation
- Post-trial procedures that bolster effectiveness of future cases