

ISN'T IT TIME
TO WIN
MORE CASES?

FOUNDATIONS

TrialFocus uses opposition role play in focus groups to assess a case's value as well as strengths and weaknesses. Often this feedback is invaluable in helping colleagues prepare for mediation and settlement. Nonetheless, not all cases settle. And some settle on the courthouse steps or in trial. Such cases require not only case evaluation, they need trial preparation.

We harvest feedback from focus group sessions to generate a laundry list of case presentation suggestions. We then test this feedback in a more formal mock trial that can even enlist the services of a retired judge. If you would rather focus on one segment of trial e.g. voir dire, opening statement or closing argument, we can do that too.

BUILDING ON THE FOUNDATION

The most important “witness” at trial is you. You are the tour guide and master of ceremonies. Your words, the order in which you use them, your tone and body language all contribute to your credibility. We can make you better through video-based training and even mini-sessions with mock jurors.

We want trial attorneys to develop what we call a “barrister” mindset and skill set. For the newer attorneys on your team (or if you need a refresher) we offer knowledge base and skills training in the core topics of civil trial evidence, civil litigation and trial procedure and trial ethics. We also provide basic skill training in the art of developing trial themes and case storytelling.

CROSSING THE FINISH LINE

Unlike most trial consultants, we are attorneys ourselves with decades of trial experience. Consider partnering with us up to or into trial. As attorneys, we can even co-counsel on a selective basis. Let us help you create voir dire questions. Or let us help you structure opening and closing to match your case theme.

Trial...you don't have to do it alone.

Call or email us and we will be happy to discuss how we can take your TrialFocus experience beyond case evaluation and help you gain a winning edge. For updates and news about our trial consulting practice, visit us online at **www.trialfocus.com**. We look forward to working with you.

(727) 524-4201
info@trialfocus.com

Connect with us on Facebook, LinkedIn or Twitter to receive an additional 10% discount on your first focus group.



HERE IS WHAT SOME OF OUR COLLEAGUES HAVE SAID:

“TrialFocus gave me the confidence to recommend settlement terms that were very favorable to my client.”

“We gained valuable insight into the strengths and weaknesses of our client’s personal injury case and modeled discovery from the feedback we obtained.”

“I used TrialFocus to review a significant premises liability case. The results were surprising and very useful in preparing for trial.”