

Mastering the Courtroom: Strategy, Storytelling, and Success

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**READY FOR
ANYTHING**

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**"If you think you can, or think you can't -
you're right"**

Henry Ford



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BEHOLD THE PIG!



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START AT THE END



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Prepare for The Long Game



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You = Client

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The Question Is:

How Will We Show Up?

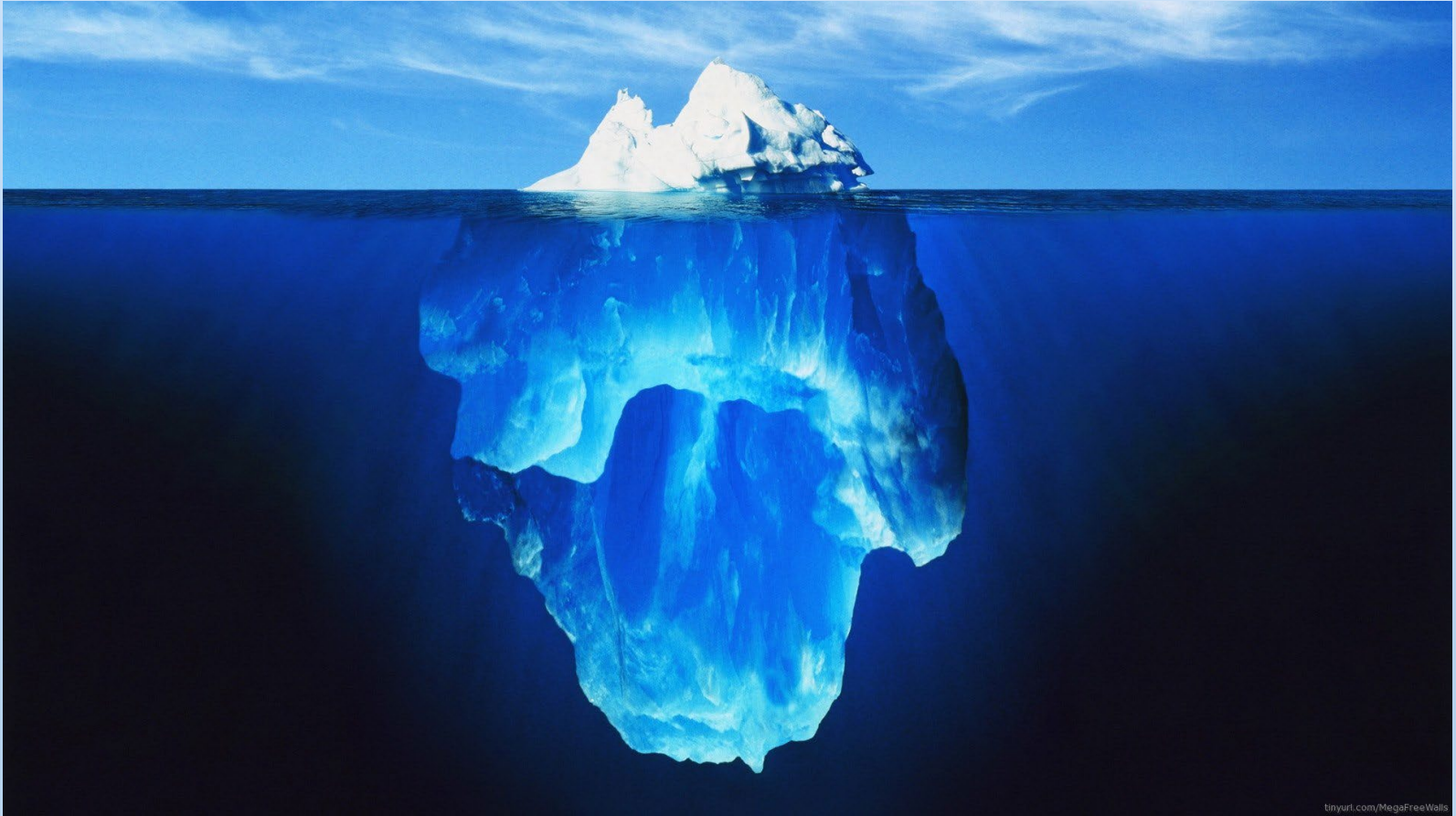
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What Do You Want To See?



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Depth Over Breadth



tinyurl.com/MegaFreeWalls

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Make Experience Your Energy Source

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A person is running away from the camera on a paved path. They are wearing a bright blue hooded jacket, black leggings, and red running shoes. The background is a soft-focus sunset or sunrise scene with a warm, golden glow. The path curves to the right in the distance.

Reconnect to the WHY

You can endure challenges
when you believe in the meaning

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What Are You Looking For?

Awareness Test

DO YOU!

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What's Inside Matters!

Develop Your Style

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Discover Your Process

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Determine Your Theme(s)

Dominate Your Space

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Guard Your Yard



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Burnout is Not a Badge of Honor

Sustainable performance wins





Listening Is A Hard Skill

Can You Tell A Story?

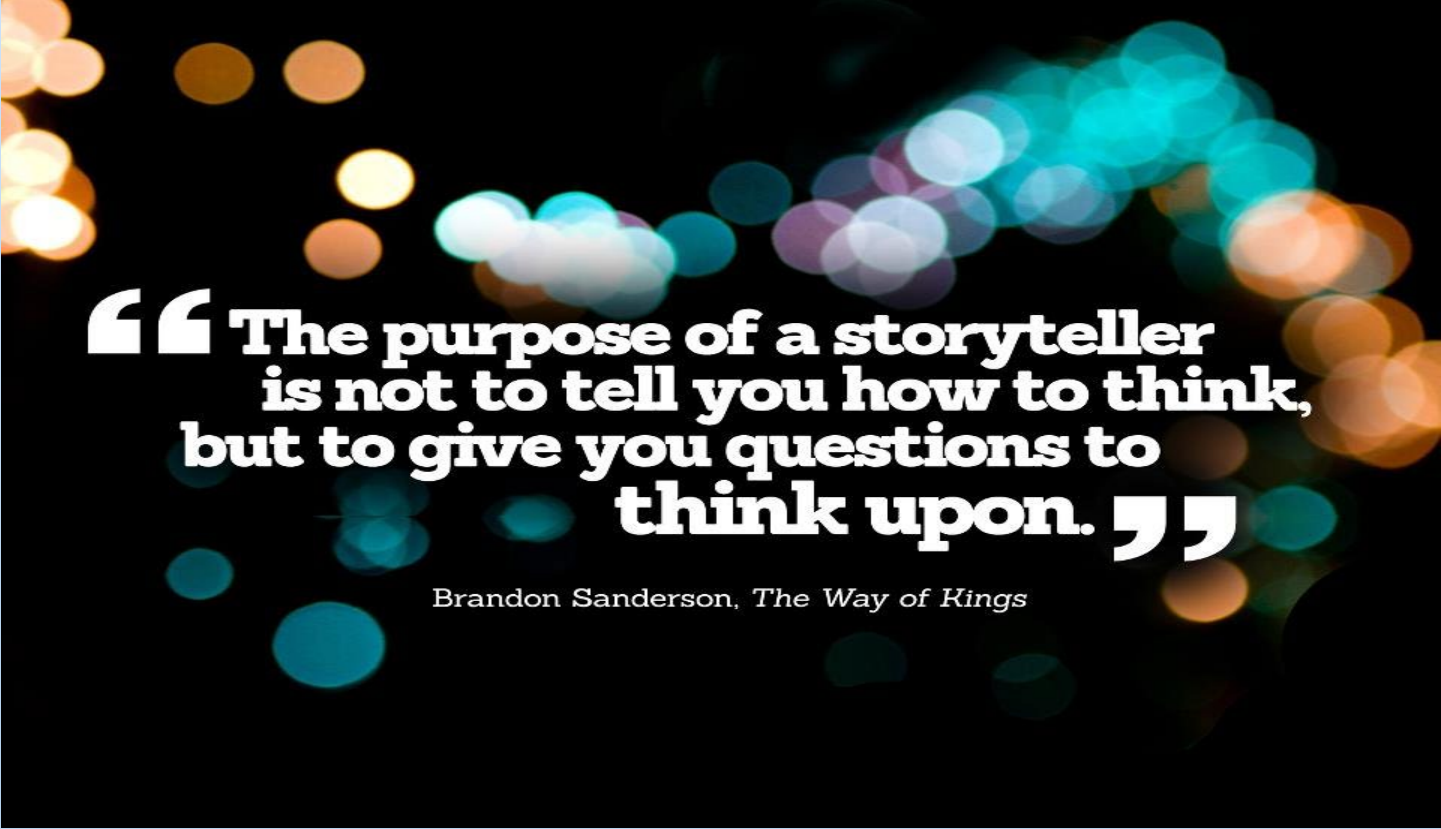
Themes Matter!

Time to Connect!

Three is the Magic Number!



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**“ The purpose of a storyteller
is not to tell you how to think,
but to give you questions to
think upon. ”**

Brandon Sanderson, The Way of Kings

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Rules? What Rules?

Know What Is Expected of You

Make Judge's Job Easy

Make Court Staff's Job Easy

Pretrial Visit to the Court

Avoid Confusion in Front of the Jury

Court Staff

Get to Know Them ASAP

WILL Need a Favor

Make Life Easier for THEM

**Procedural/Logistical Problems Can
Be Fatal**

Optics Matter!

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Opening Statement

Most Difficult Assignment

- **TELL THE STORY**

Plan the Transition

Plaintiff's Dream Defense Opening

- **No Story**
- **Rote**
- **No Commitment**
- **Over-Reaching**

The Key to Structuring an Effective Opening is to Treat it Like a Networking Event

Pace

Space

Embrace

Case

Cross Examination

You Are “the Show”

Do Not Become “the Jerk”

Fact, Independent, Lay Witnesses

MOST IMPORTANT:

- Identify Goals Exactly and Precisely
- “Points to Establish”
- When Done: SIT DOWN

The Key to Structuring an Effective Closing...

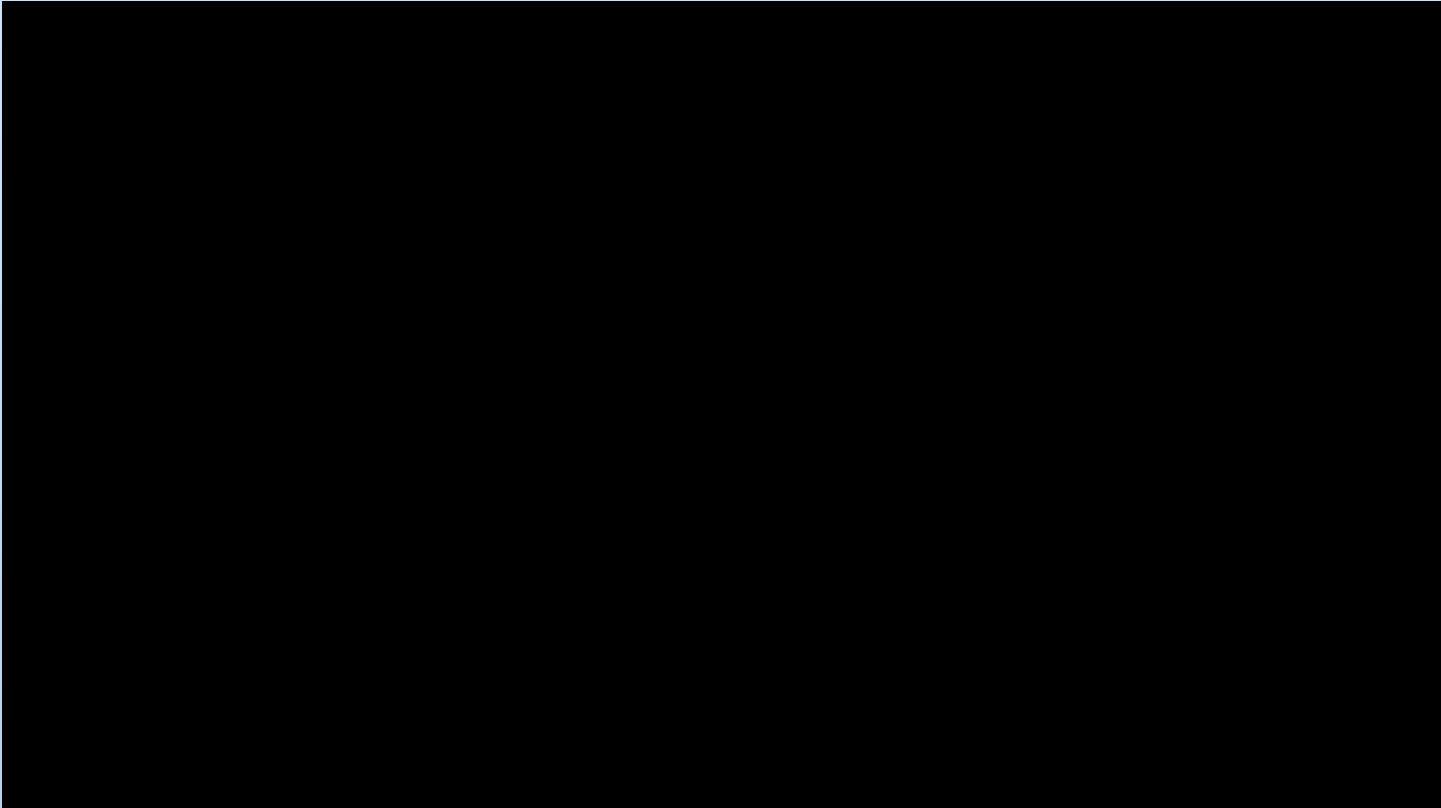
Anticipate

Anticipate

And Anticipate Some More

Then Prepare

Be Patient!



Can You Pivot?

Be ready

Be reliable

Be relentless



Be Prepared to go into “Flip Mode”

Be flexible

Be fluent

Be flawed



Embrace The Moment

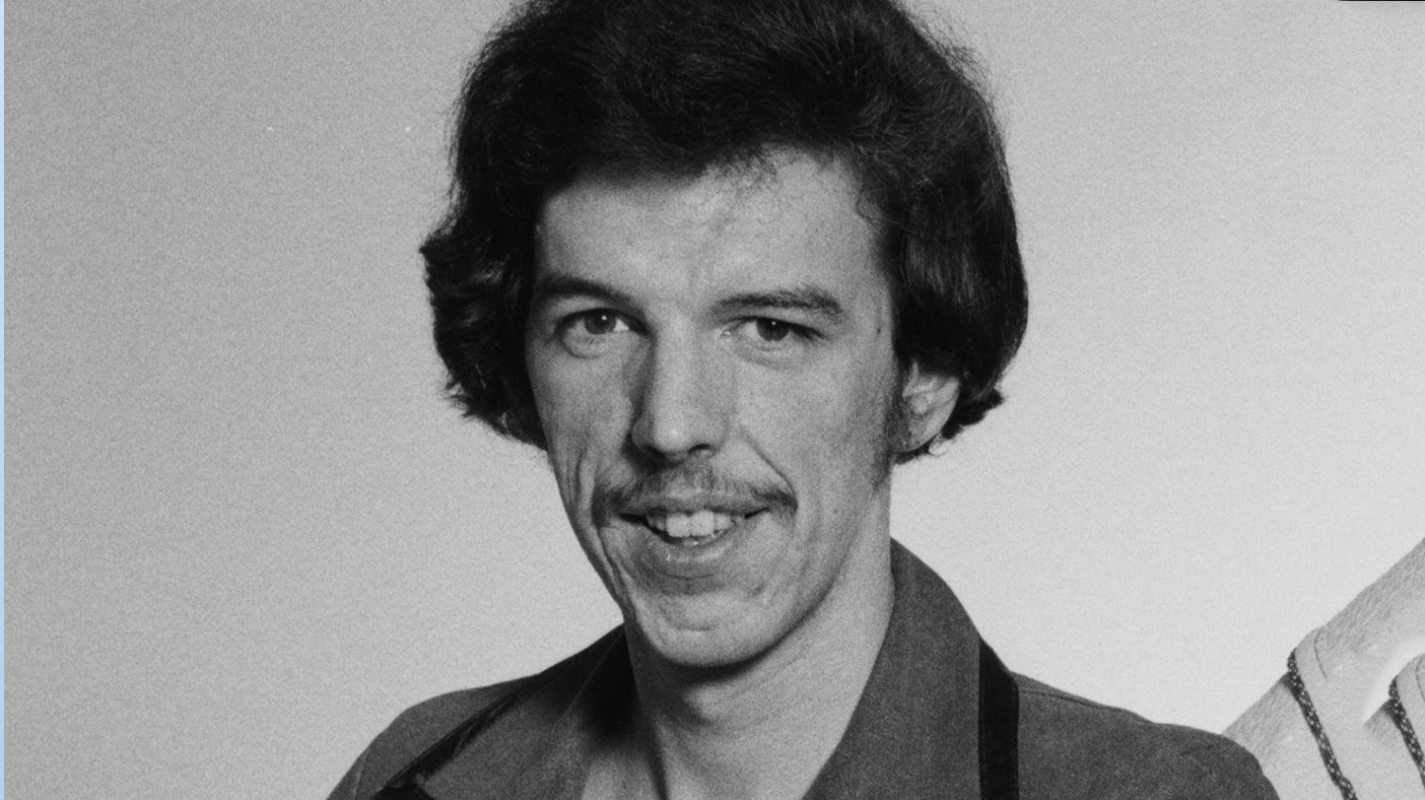


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Alignment Brings Courage



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“What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.”



Nelson Mandela



That's all Folks!

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