

## The Best Told Story Wins

The Jurinex Team provides the litigating attorney with powerful resources to assist in maximizing the effectiveness of their presentation to the jury. We serve as a support organization to assist counsel with persuading jurors. The skills we bring to the litigation process provide an understanding of the jury's predispositions. This gives trial counsel assurance that arguments can be presented with the confidence that the message is optimally persuasive.

Historically, humans have learned and influenced others by telling stories. Over 100 years of psychological and communication research support the conclusion that jurors mentally arrange facts and events in a "story" format and make judgments and decisions based upon the story constructed. The story they construct is affected by their personal attitudes, experiences, observations, and expectations. To be convincing, the best story teller understands these factors and adapts their story to the needs of the listener. The bottom line is; "He who tells the best story – wins".

This is where the Jurinex comes in. Our consultants are specialists in developing the most effective method of presenting case facts. They bring a competitive advantage to the trial team with knowledge of proven communication techniques and experience gained from a multitude of previous trials. The Jurinex Team provides a complete range of litigation support services to assist the attorney in presenting the case story in such a manner that it will be best received and remembered by the jury. The most effective, and therefore the best remembered case story is the one the juror will advocate in deliberations.

Our services include case strategy, focus group / mock trial, jury selection, trial assistance, demonstrative exhibit, and post trial juror analysis. Jurinex serves as our client's one stop source for the all tools required to develop the most persuasive trial story.