

## Case Strategy

The development of the case theme and trial story is one of the most important jobs facing counsel as they prepare for trial. Jurinex draws upon its extensive knowledge obtained by interviewing thousands of jurors to assist counsel with gaining a competitive advantage. Through a time tested case strategy process, an experienced Jurinex consultant assists trial counsel with identifying strengths, weaknesses, and communication solutions. Attorneys across the country have relied upon Jurinex case strategy sessions early in the litigation process.

### STRENGTH

The combination of counsel and a trial consultant who have worked a case from its inception makes a formidable team. Our case strategy sessions assist in strengthening the defense story and characterizations of the evidence. Using our communication backgrounds, we excel at developing strategies to turn case weaknesses into strengths. Recognizing threats to a case early on will strengthen the trial story at every layer. The case strategy session helps attorneys develop the case theme and give the trial story the strength it needs to be the most persuasive to jurors.

### CLARITY

Organization of necessary case ideas can make or break any case. Intense, multi-faceted cases contain facts that must be prioritized in order to develop an effective and persuasive trial story. The case strategy session helps counsel develop the critical "Silver Bullet" that contains the essence of the case in one single nucleus. Our consultants will synthesize disparate facts in order to provide a bird's eye view of the case and provide much needed clarity to case issues.

### EXPERIENCE

Early involvement with any of our experienced trial consultants results in a trial story developed upon proven fundamentals that have been successful in previous cases. Our energetic team brings a legal communication perspective, not just a legal or psychological perspective to case issues. This provides not only an educated, objective view, but allows counsel to anticipate what challenges may lie ahead.