

## Witness Preparation

The testimony of a persuasive witness stands as a crucial factor in the development of the litigation story. Jurinex consultants work with counsel and their witnesses to develop a presentation for the jury that persuasively supports the trial story and the flow of evidence.

### EXPERIENCE

Testimony of witnesses serves as an important factor in developing a case story. Whether providing expert testimony or reporting observations, witnesses need assistance to effectively blend into the case story. The experience of our consultants is an asset to counsel in developing the witness skills and traits that will be most effective when addressing the jury.

### PREPARATION

The image the witness presents to the jury sets the tone for the case. Mannerisms, body language, attire, grooming, communication skills, and personality all support or detract from the case being presented, and will be recalled during jury deliberations. Our consultants are experienced in assisting witnesses develop the most effective presentation of case facts and in preparing for challenges to their testimony.

### CREDIBILITY

Witness qualifications and the manner in which their testimony is presented are crucial to establishing credibility for the case story. Each witness must stress their most important credentials to enhance their likeability and integrity with jurors. Maximum credibility for each witness is required to establish a smooth and logical picture of the sequence of events in the juror's minds. This credibility will be reflected in the juror's deliberations. Jurinex consultants have worked with many witnesses to maximize their credibility with jurors.