

Trial Dynamics and You, the Expert:

The Good, The Bad & The Ugly



- ***objective: to be believed***

- ***know how people make decisions.....***

- ***defensive attribution***

- ***identification***

- *scarcity*

- *authority*

- ***unleash the power of inoculation***

- ***tips on likeability.....***

- *people we understand*

- ***pace, tone, inflexion***

- ***be in the moment***

- ***be dynamic***

- ***admit what not known***

- ***never argue***

- *get to the point*

- ***don't appear defensive***

- ***DEMAND preparation
from counsel.....***

- ***understand the issues***

- ***landmines***

- *develop a rapport*

- ***your reputation, your future: more tips.....***

- ***role of your report***

- ***beware young or inexperienced counsel***

- *how fits into big picture*

- ***beware of “isn’t it possible?”***

- ***keep your cool under
cross and re credentials***

- ***stage of trial – ebb & flow***

- ***maintain energy***

- ***care & look interested***

- ***know your audience***