



# Case Strategy Session

*A full day of strategy that delivers a blueprint for your case.*

## Where we start.

From pre-discovery to pre-trial, we can help you. We map out strengths, weaknesses, and narrative strategies for BOTH SIDES of the dispute. Beyond simply focusing on your strategy, we help you think like your opponent. This 360° process delivers a case blueprint (in the form of a report) that can be used as a guide throughout the entire litigation process. Without a carefully plotted map, every path looks equally inviting.

## What we do.

We are persuasion experts. Our tools are language, science and art. During a full-day “war room” session, we help you craft a narrative strategy that accentuates your advantages and curtails your shortfalls.

Beyond the facts, a story has to be told. Core themes must speak to your likely audience. We suggest methods of attaining and organizing facts. We discuss discovery directions and deposition themes. We offer you visual sketches that convey your story succinctly. This is the body of the blueprint.



### Narrative Control

Persuasion starts at 40,000 feet, not in the weeds. Great facts are useless if you have not yet won the audience (and kept them on your side).

We are very experienced at developing narratives that both convince your decider AND are carefully protected from your opponent’s likely countermoves.



### Strengths & Weaknesses

As humans, we are all highly-vulnerable to misjudging our own strengths and weaknesses. Moreover, honest evaluations can be influenced by politics and group dynamics.

As outsiders, we can guide you through a deliberate process that delivers a clear view of the case, both flowers and thorns.



### The Psychology Edge

We’ve seen stacks of psychology research on persuasion, negotiation, attention, decision-making and more. Yet, this data is rarely utilized in litigation strategy.

We speak the languages of LAW & HUMAN COGNITION. This can deliver a major edge in your strategy and outcome.

## How you benefit.

At the end of the process, we will deliver you a report that summarizes all of the valuable work that was produced throughout this full-day brainstorming/strategy session.

A direction is chosen. Subsequent actions will become more fluid and efficient. Every deed is performed with a collective purpose in mind. Rather than engaging in a series of on-the-fly decisions, your team’s orchestrated actions will translate into brilliant results.