

**OBJECTIVE**

Attorneys will refine their ability to simplify, clarify, and humanize evidence into engaging narratives that resonate with fact finders.

DESCRIPTION

Attention to detail is critical when developing a case for presentation, but that focus can also cause lawyers to lose the very thing that will make the case persuasive: a clear and engaging narrative.

Evidence, themes, and messages need to bridge the gap to the fact finder in a way they can easily comprehend. This program provides a way for lawyers to communicate exactly what they intend, and get it across in a way that resonates intuitively as well as logically.

Participants will learn techniques used by great artists and trial attorneys: how to use narrative construction, visual language, clearly drawn characters, and rhetorical devices to make their case stories come alive.

Program can include any of the following:

FOCUS

- Developing engaging themes
- Using plain language
- Organizing narrative flow
- Increasing retention
- Incorporating visuals
- Engaging imagination
- Using rhetorical devices
- Focusing on characters
- Simplifying complexity
- Holding attention

**FORMAT
OPTIONS****Skills Seminar**

David's **90-minute presentation followed by a working session** or a series of shorter sessions. Material for exercises can come from a shared fact pattern, participants' own case load, or firm business. David gives clear, actionable feedback so participants will improve along the way.

Presentation Only

David's **1-2 hour lecture** on key techniques, with practical interactive exercises.

Private Coaching

One-on-one sessions with David (live or virtual) to address specific objectives.

Next steps:

Set up an initial call with David to discuss fees and to identify the exact objectives for your participants.

[Message David](#)