



PERSUASIVE STORY DEVELOPMENT

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](#)