



Maximize Your Odds of Winning

For a trial lawyer, winning is everything. But as any experienced litigator knows, winning can be an elusive goal. All too often, jurors misunderstand key evidence, forget critical case information, discount witness testimony, reject your interpretation of the facts and find for the opposition's client, not yours.

At *The Strategic Image*, we specialize in solving these problems so that the verdict you get is the verdict you want.

Our trial consultants, strategic communications experts and legal graphics artists have helped hundreds of lawyers reach winning outcomes in case after case. Our experience shows that the key to persuasion lies in delivering a cohesive, easy-to-understand courtroom presentation in which your case story, your witnesses and your demonstrative exhibits all work in unison toward one goal: to compel jurors to "buy into" your client's point of view.

To achieve that critical juror buy-in, we help clients...

- **Craft** case themes that exploit jurors' most deeply held beliefs
- **Simplify** even the most complex of technical subjects
- **Translate** key case facts and evidence into indelible graphic images
- **Prepare** expert witnesses to testify credibly in Layman's English
- **Motivate** jurors to fight for your client in the jury room

Like winning racehorses, our clients arrive at the finish line well ahead of the field. They present their cases with the power, clarity, simplicity and vision needed to persuade judges, jurors, mediators and arbitrators alike.

In today's high stakes courtrooms where reputations, careers and millions of dollars are on the line, neither you nor your client can afford to do "business as usual." Jurors are too sophisticated; judges, too impatient and overworked. To win, you must streamline your approach and go to court armed with the powerful leverage professional insight, decades of experience and sophisticated strategies of persuasion can bring. Your client (and your career) deserves nothing less.

At *The Strategic Image*, we know **Our Approach** works and that it can work for you. We tackle cases both large and small and work in venues all over the country. We invite you to peruse our website, learn more **About Us**, then **Contact Us** to maximize your odds of winning your very next case.