



## ***Our Approach: Eliminate the Weakest Links***

**As a litigator, you have a lot riding on every case. Satisfied clients, financial security and career advancement all come from wins, not losses.**

**But each case is only as strong as its weakest link** and while lawyers may fret over less-than-stellar witnesses or missing bits of evidence, the fatal weaknesses in most cases rarely stem from these specifics. Rather, cases are lost due to two more global problems: less-than-stellar *case stories* and missing (or ineffective) *graphic evidence*.

**Judges tell us that the most consistent mistake lawyers make in court is in failing to craft concise case stories.** As one Appellate Court judge put it, litigators frequently "throw in everything but the kitchen sink" hoping to see what sticks. That merely overwhelms the jury...and annoys the judge.

**Social science research reveals the second biggest mistake: failing to incorporate graphics.** Why are graphics so important? Because without them, research shows a jury will typically *forget* 65-85% of what it's heard before deliberations begin.

**The solution to both problems clearly starts with graphics.** Graphics can simplify the most complex case story, condense reams of information and make jurors *remember* up to 85% of what they've heard in court.

**But to *win* at jury trial, you must appeal to jurors' hearts as well as minds and the key is to take a comprehensive, psychologically based approach.**

**At *The Strategic Image*, we begin by assessing the psychological "hot buttons" to which jurors and judges are likely to respond.** Then we build both your case story *and* your graphics around them. By viewing your Opening, Case-in-Chief and Closing as *one* story told in three acts, we help you make a cohesive, emotionally compelling presentation that validates your client's point of view and motivates jurors to vote in his favor.

**The advantages of our strategic approach to graphics are well known to psychologists and jury researchers. But few legal graphics firms exploit them.** Bent doing on volume turnover, most graphics firms simply regurgitate your hand-drawn sketches and deliver pretty pictures that do little to change hearts and minds in court.

**We are a horse of a different color. We work strategically so that your graphic evidence actually helps you *win* your case.** In our opinion, doing less simply leaves you at the mercy of your case's weakest links.

We invite you to explore our range of **Services**, discover **How We Work**, then **Contact Us** to be the odds on favorite on your next trip to court.