

***The TSI Library:
Dedicated to Helping You WIN!***

Knowledge is power and we're pleased to share our accumulated wisdom with you. Feel free to read, download or print these articles to share with your colleagues and friends and to **bookmark this page** so you can revisit us from time to time. If any particular topic intrigues you, let us know. We'd be happy to schedule a free MCLE class on the subject for the benefit of your firm.

We want our library to grow so we encourage you to share your knowledge with us in return. If you'd like to share your "War Stories" or submit an article* on improving the odds of winning at jury trial, **Contact Us.** You will provide a valuable service to the legal community and increase the visibility of your firm.

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WINNING 101:

What They Rarely Teach in Law School (You Need to Know to Win!)

Law school. It's the perfect place to spend years pouring over contracts, studying patents and analyzing torts. You can take Moot Court, learn courtroom procedures and argue motions before the judge. But it's not the place to really learn how to litigate a jury trial. Few law schools offer classes in the Science of Persuasion or in Juror Psychology and even the best schools usually assume their students will get *that* training... [more](#)

21 THINGS A SKILLED ORATOR NEVER DOES!

Ask any group of people what five things they're most afraid of and you will invariably find "public speaking" near the top of the list. The reason is simple: most people have a very human fear of being "exposed" and share a universal reluctance to put themselves in a position where others can view, judge and (perhaps) criticize them. But media trainers and speaking coaches all know that there is a simple solution to stage fright... [more](#)

THE SECRET TO JURY PERSUASION IN CONSTRUCTION CASES

(Presented to the ABA Forum on the Construction Industry, January 29, 2004)

Winning. For a trial lawyer, it is everything. In pursuit of that goal, litigators spend countless hours in preparation. But alas, jury trials are not won by hard work alone. Nor are they won by irrefutable facts, conclusive evidence, brilliant pre-trial motions or by having the law (or even the judge) on your side... [more](#)

HOW TO GET GREAT LEGAL GRAPHICS (AT AN AFFORDABLE COST!)

Goal #1: Make the Complex Simple. Great legal graphics are very simple. They are easy to read, easy to understand, easy to remember. Even for graphics depicting technical subject matter, that rule applies... [more](#)

DISCOVER THE POWER OF CONCEPTUAL PERSUASIONSM

There is only one true measure of a good legal graphic: does it persuade the jury to "buy in" to your client's point of view? That, after all, is the point of any courtroom presentation and it makes no sense to spend your time (or your client's money) creating graphics that won't have a positive impact on the jury's vote... [more](#)
