

WITNESS PREPARATION:

We Train Experts to Help, Not Hurt, Your Case

Ever have a witness fall apart on the stand? Or spew so much techno-babble, your jurors tuned out? If you are a trial attorney, the answer is undoubtedly "yes." Every litigator has seen his share of witnesses "go south."

To guard against such disasters, you "prep" your witness thoroughly, but often watch that very witness perform worst of all. The problem lies not in prepping, *per se*, but in focusing primarily on *what* the witness will say without adequately addressing the mindset that may sabotage his performance on the stand.

At *The Strategic Image*, we prepare witnesses to perform as well in court as they do in your office. By recognizing the personality traits that define them, minimizing the anxieties that plague them, and reframing the mindset with which they come to court, we motivate witness to focus more on *your* needs at trial than they do on their own.

In other words, we help witnesses:

- Meet the goals you've set for their testimony
- Focus on educating the jury, not on impressing their peers
- Testify without nervous tics or distracting movements
- Project confidence and credibility
- Deliver compelling testimony that helps, not hurts, your case

Scratch bad performances at the starting gate. **CONTACT US** so your witnesses will run a *winning* race.

**TO SCHEDULE A
FREE 90-MINUTE NO OBLIGATION CONSULTATION
CALL US @ 1-773-783-5900**