

STRATEGIC LITIGATION RESEARCH



Creating Winning Strategies

▶ TRIAL CONSULTING SERVICES

SLR

LAYING THE GROUNDWORK

Preparation + Strategy = Victory

→ A doctor wouldn't make a diagnosis without first reviewing a patient's file and ordering a battery of tests. A chef wouldn't begin cooking without first having done the necessary slicing and dicing. And a builder would certainly not erect a structure without first laying a solid foundation upon which the soundness of the entire structure depends. Indeed, the key to these and most other enterprises can be captured in one word: preparation. It is the one common denominator in the formula for professional success. So Strategic Litigation Research, Inc. has made it the cornerstone of our business.

We offer a full range of trial consulting services for anyone seeking expert strategic advice. SLR conducts all the pre-trial research you will need, we devise skillful strategies that may then be applied in the courtroom, and we even offer post-trial assessments of the actual impact of trial strategies to assist you in the future. We have extensive experience in virtually all types of cases and across all venues. We have earned a reputation for providing the highest-quality litigation consulting in the industry. And we do so at a cost significantly lower than that of our national competitors.

We specialize in enhancing your own trial team's efforts by undertaking meticulous research, counteracting inevitable predisposed biases with requisite objectivity, and incorporating thorough strategic know-how into your underlying arguments. And we do all this with an eye always on the value of preparation. As Benjamin Franklin once said, "By failing to prepare, you are preparing to fail."

SLR is here precisely to help you secure a favorable decision in your case. We lay the groundwork upon which the success of our clients is built.

▶ *strategize*



ORDER IN THE COURT

Trial Consulting & Research Services

THE OPENING STATEMENT

Discovery & Pre-Trial Services

SITUATION ANALYSIS: A non-legal assessment of your case that provides a review of the case situation as it is presented in case documents and trial team discussions. It clarifies and identifies possible key themes and story lines and forms the basis of optimal case strategy.

THEME DEVELOPMENT RESEARCH: Establishes the clearest and most compelling themes and litigation strategies by using surrogate jurors from the appropriate venue

Research reveals your strengths and vulnerabilities, as well as those of your opponent.

to deliberate on and evaluate case arguments. This process reveals your strengths and vulnerabilities, as well as those of your opponent, making it an invaluable asset in the formation of the most influential case presentation possible, particularly when performed early in the discovery stage. This service concludes with SLR "debriefing" jurors to formulate refinements and devise a course of action that will sway the unconvinced.

MOCK JURY & MOCK BENCH TRIALS: The most comprehensive forms of research we offer, entailing the complete setup and execution of mock jury or bench trials using retired judges, fact and expert witnesses, and/or surrogate jury panels relevant to your venue. Mock trials can test every aspect of your case — from the usefulness of graphics to attitudes toward damages — en route to developing the most focused strategy for trial. SLR completes mock trials by holding

debriefing interviews with the jurors or judges to collect nuanced details that will enhance the persuasiveness of your trial approach.

WITNESS EVALUATION: This process assesses the strengths and weaknesses of your witnesses, which can then be refined for your trial preparations or in conjunction with our witness preparation service.

WITNESS PREPARATION: An indispensable facet of pre-trial work that grooms your witnesses to remain focused and effective on the stand or in deposition. This service allows SLR to identify the factors that most impact juror decision-making and, in turn, SLR develops a plan as to how witnesses can best support the decided-upon persuasive story line.

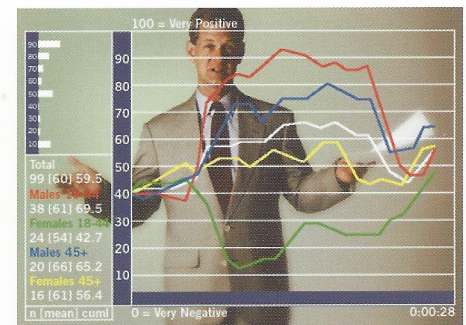
COMMUNITY ATTITUDE SURVEYS: Custom-tailored questionnaires poll a representative sampling of the eligible jurors in your venue to ascertain current attitudes toward your case and client. The resulting written report conveys an accurate understanding of the trends affecting your case and is accompanied by recommendations for handling them before and during trial.

CHANGE OF VENUE STUDIES: Carefully designed studies that gather the statistically significant information necessary to argue for possible change of venue decisions.

MOCK ARBITRATION STUDIES: Collaboration with members of the American Arbitration Association to conduct mock arbitration research sessions wherein the

assembled legal team delivers both the plaintiff's and the defendant's case. Arbitrator(s) then render a mock verdict and are interviewed regarding how and why the verdict was reached.

REAL-TIME RESPONSE DATA & ELECTRONIC POLLING: SLR utilizes a "real-time" audience response system to poll mock jurors' evaluations of witnesses and courtroom presentations. State-of-the-art technology then gives our clients the opportunity to immediately view juror reactions to case arguments.



► Real-Time Response System

► *evaluate*



COURT IS IN SESSION

Trial Services

JURY SELECTION: Because jury selection is an essential component in obtaining a decision in your favor, SLR offers this dual-option consulting service whereby we assist you in developing insightful voir dire questions and/or actually join you in the courtroom during the selection process.

COURTROOM GRAPHICS & VISUAL STRATEGIES: The design, creation, and production of any and all visual aids that will augment your courtroom performance. Large display boards with advanced graphics

and statistical layouts are available, as are document enlargements and streamlined PowerPoint presentations. Includes assistance in determining the most desirable content for visuals.

TRIAL STRATEGY CONSULTING: Offers ongoing consulting while your trial is actually in session. Allows refinement of strategies in response to any unexpected variables in the opposing team's case and provides valuable feedback on the progression of the overall trial.

CASE CLOSED

Post-Trial Services

POST-TRIAL INTERVIEWS: Questioning the jurors after the trial to examine how they reached their decision and how your strategy impacted each of them. An especially beneficial tool in the appeals process and in future trials.

- OPENING STATEMENT ASSESSMENT
- SHADOW JURIES
- GENERAL CONSULTING

ADDENDA

Additional Services

AREAS OF EXPERTISE

- Contracts
- Intellectual Property
- Securities
- Environmental Tort
- Trademark Infringement
- Professional Liability
- Products Liability
- Class Action
- Personal Injury
- Wrongful Death
- Antitrust & Trade
- Employment & Labor
- Fraud
- Construction
- White-Collar Crime
- Criminal Cases
- Discrimination

► *implement*



“I wouldn’t go to court without them.”

— David W. Rivkin, Esq., *Debevoise & Plimpton* (New York, NY)



GOALS

- Winning Case Strategies
- Persuasive Case Themes
- Compelling Story Lines
- Understanding of Vulnerabilities
- More Effective Witnesses
- Juror Reactions to Specific Issues
- Juror Characteristics

METHODOLOGY & TOOLS

- Focus Groups
- Questionnaires & Surveys
- Instant Response/Electronic Polling
- Courtroom Visuals
- Post-Trial Analysis

Trial Consultants Whose Expertise You Can Trust. The professionals who make up SLR have amassed vast expertise in a large variety of civil and criminal legal disputes. In addition, our experience ensures that your research runs smoothly and produces reliable results.

Skillful Communication Strategies. SLR has gained a reputation for providing the highest-quality litigation consulting in the industry. Our staff translates their experience with thousands of potential jurors into winning communication strategies that can help you succeed in arguing your case. We provide you with skillful communication strategies, not just data.

Part of Your Trial Team. SLR considers no case too large or too small. We provide the same unparalleled, one-on-one attention to every case. SLR becomes a dedicated member of your trial team who understands your case and is committed to your success at trial.

Flexibility To Meet Your Needs. Flexibility in our menu of services is a key advantage. We welcome the chance to propose all-inclusive research programs or just a few stand-alone products. Our senior staff can help you determine what is needed to prepare for trial and then offer only those services that meet the specific requirements of your case.

SLR

SUMMARY JUDGEMENT

Customer Comments

—————> “SLR is head and shoulders above the competition — a breath of fresh air.”

— *Michael Nicodema, Esq., Greenberg Traurig, LLP (New York, NY)*

“The research work, the witness preparation, the trial strategies, the jury selection insight ... in all facets of SLR’s services, the company’s professionalism, input, and reinforcement were just invaluable.”

— *Orrin L. Harrison III, Esq., Akin Gump Strauss Hauer & Feld, LLP (Dallas, TX)*

“The professionals at SLR have the outstanding ability to adapt their skills to any venue you choose to use them in.”

— *Rebecca Jackson, Esq., Bryan Cave, LLP (St. Louis, MO)*

“Without the participation of SLR, we would have used an entirely different trial strategy for a major contract case. We would have been clobbered!”

— *Roger Bates, Esq., Hand Arendall, LLC (Birmingham, AL)*

“I’ve used many other jury consultants, but Strategic Litigation Research is the best.”

— *John W. Bell, Esq., Johnson & Bell, Ltd. (Chicago, IL)*

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For additional information, contact Susan A. Powell, Ph.D.

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