

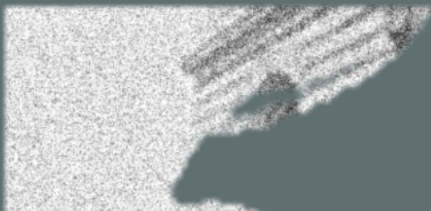
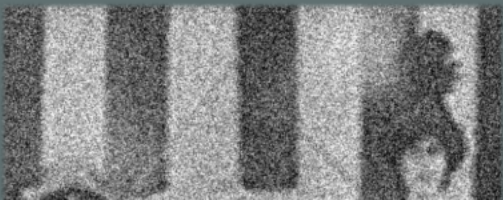
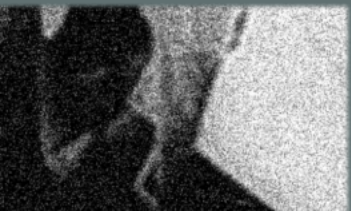
PEOPIL Effective Advocacy American-Style

Understanding American Legal Techniques
for Engaging Jurors

Patrick Doyle
Mike Doyle
Doyle Dennis Avery, LLP
Houston, Texas USA



Kraków, Polska
April 2025



Introduction to American Advocacy

Overview of American Legal System

The American legal system is rooted in common law, where legal precedents guide court decisions. It comprises federal and state courts, with a strong emphasis on the rights of individuals, ensuring fair trials and due process under the law.



Importance of Trial by Jury

Trial by jury is a cornerstone of American democracy, providing a mechanism for community involvement in the justice process. Jury decisions ensure that ordinary citizens evaluate evidence and deliver verdicts, reflecting societal values and standards.

Role of Lawyers in Cases

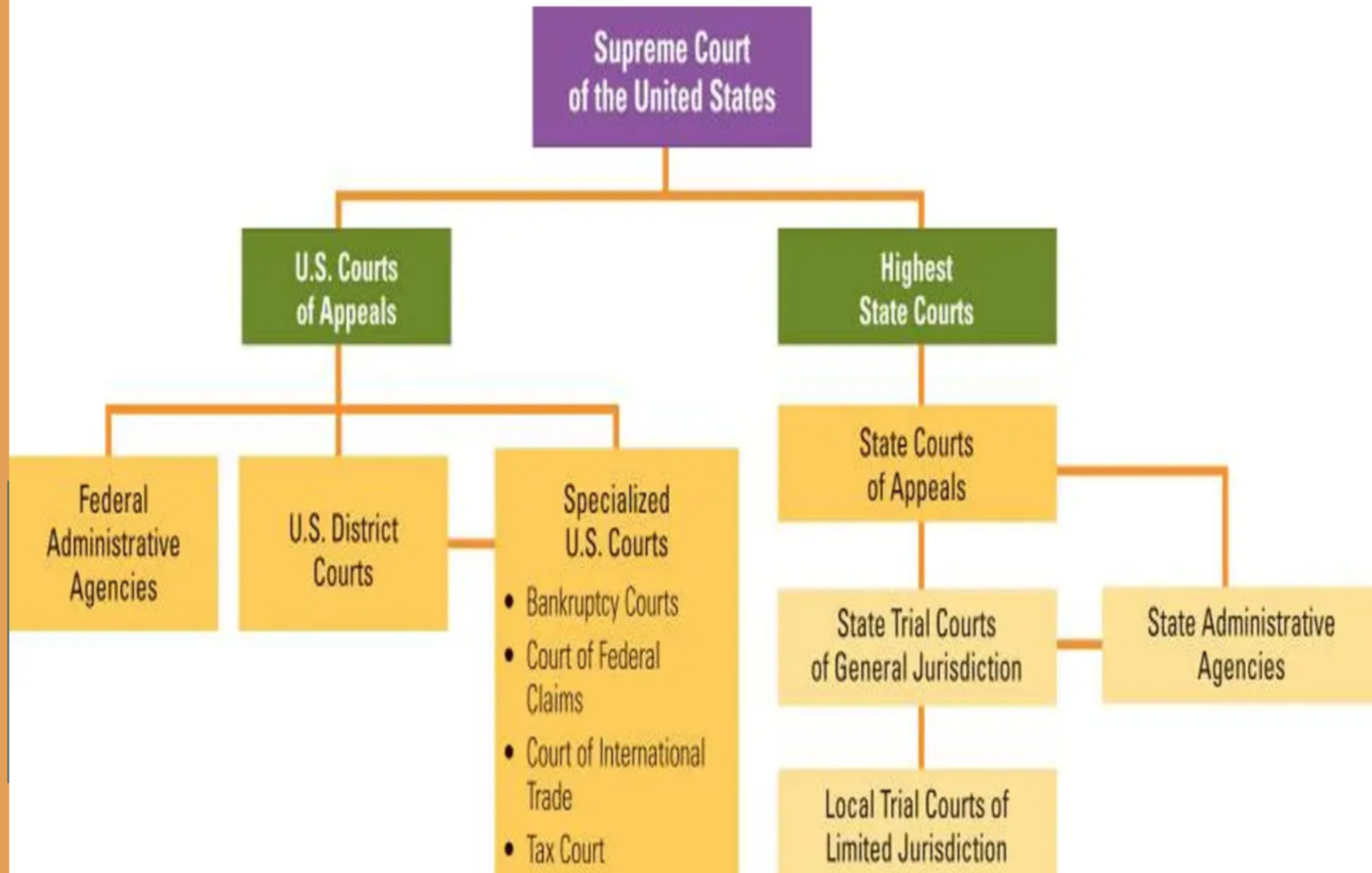
Lawyers serve as advocates for their clients, employing legal knowledge to navigate complex judicial processes. They are responsible for presenting evidence, crafting persuasive arguments, and upholding ethical standards during trials.



Overview of American Legal System

The American legal system is rooted in common law, where legal precedents guide court decisions. It comprises federal and state courts, with a strong emphasis on the rights of individuals, ensuring fair trials and due process under the law.







"I consider the trial by jury as the only anchor ever yet imagined by man by which a government can be held to the principles of its constitution."

Importance of Trial by Jury

Trial by Jury is a cornerstone of American democracy, providing a mechanism for community involvement in the justice process. Jury decisions ensure that ordinary citizens evaluate evidence and determine verdicts, reflecting societal values and standards.



**"I consider the trial
by jury as the only
anchor ever yet
imagined by man by
which a government
can be held to the
principles of its
constitution."**

Role of Lawyers in Cases

Lawyers serve as advocates for their clients, employing legal knowledge to navigate complex judicial processes. They are responsible for presenting evidence, crafting persuasive arguments, and upholding ethical standards during trials.



Role of Lawyers in Cases

Lawyers serve as advocates for their clients, employing legal knowledge to navigate complex judicial processes. They are responsible for presenting evidence, crafting persuasive arguments, and upholding ethical standards during trials.



The collage features several historical images and text boxes related to the women's suffrage movement in the United States. The images include:

- A sign for the "NATIONAL UNION-WOMEN'S PRESIDENT MRS FAW-ABIDING SU".
- A group of women at a "LEARN TO VOTE" table, with a "ROOSEVELT LEHM" sign in the background.
- A large, stylized portrait of a woman's face.
- A sign for "HEADQUARTERS NATIONAL ASSOCIATION OPPOSED TO WOMAN SUFFRAGE".
- A sign for "VOTES FOR WOMEN" and "KEEP THE LIBERAL OUT".
- A sign for "WOMAN SUFFRAGE MEN OF OHIO!".
- A sign for "MR. PRESIDENT HOW LONG MUST WOMEN WAIT FOR LIBERTY".
- A sign for "MR. PRESIDENT WHAT WILL YOU DO FOR WOMAN SUFFRAGE".

The text boxes include:

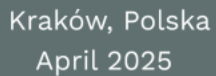
- "The Power of Storytelling in American Trials"
- "Trial Depositions"
- "Introduction to American Advocacy"
- "Persuasion Techniques and Evidence Sequencing"
- "Role of Lawyers in Cases"

The collage features several historical images and text boxes related to the women's suffrage movement in the United States. The images include:

- A sign for the "NATIONAL UNION-WOMEN'S PRESIDENT MRS FAW-ABIDING SU".
- A group of women at a "LEARN TO VOTE" table, with a "ROOSEVELT LEHM" sign in the background.
- A large, stylized portrait of a woman's face.
- A sign for "HEADQUARTERS NATIONAL ASSOCIATION OPPOSED TO WOMAN SUFFRAGE".
- A sign for "VOTES FOR WOMEN" and "KEEP THE LIBERAL OUT".
- A sign for "WOMAN SUFFRAGE MEN OF OHIO!".
- A sign for "MR. PRESIDENT HOW LONG MUST WOMEN WAIT FOR LIBERTY".
- A sign for "MR. PRESIDENT WHAT WILL YOU DO FOR WOMAN SUFFRAGE".

The text boxes include:

- "The Power of Storytelling in American Trials"
- "Trial Depositions"
- "Introduction to American Advocacy"
- "Persuasion Techniques and Evidence Sequencing"
- "Role of Lawyers in Cases"

[illegible]

Kraków, Polska
April 2025

Pretrial Depositions



Depositions Are Trial

Pretrial depositions are sworn out-of-court testimony recorded for later use in trials. They serve to gather factual evidence for trial strategy, clarify witness statements, and assess the strengths and weaknesses of a case before trial begins.

Process of Conducting Depositions

Depositions typically involve attorneys asking witnesses a series of questions, which are recorded by a court reporter and/or a videographer only. These sessions can take hours and require thorough preparation to ensure comprehensive and relevant information is obtained.



Usual Suspects for Trial Deposition

The insights gained from depositions significantly influence case strategies. Lawyers can identify key issues, determine witness credibility, and adjust arguments, enhancing courtroom performance and ultimately influencing trial outcomes.



Third Party "Validators"



As Bad As They Want to Be



LEARN
TO VOTE

לערך קול
לעדה



What the Witness Statement or Written Testimony Says (Auditory)

- Q. You are required to be open and honest when dealing with homeowners?
A. Repeat that.
Q. You are expected to be open and honest when you're dealing with the homeowner?
Q. When I am dealing with the homeowner, open and honest, yes.
A. You must be fair and reasonable?
Q. Rephrase that.
Q. You must be fair and reasonable to the homeowners when you are adjusting their claims?
A. Yes.



Depositions Are Trial

Pretrial depositions are sworn out-of-court testimonies recorded for later use in trials. They serve to gather factual evidence for trial playback, clarify witness statements, and assess the strengths and weaknesses of a case before trial begins.

What the Witness Statement or Written Testimony Says (Auditory)

Q. You are required to be open and honest when dealing with homeowners?

A. Repeat that.

Q. You are expected to be open and honest when you're dealing with the homeowner?

Q. When I am dealing with the homeowner, open and honest, yes.

A. You must be fair and reasonable?

Q. Rephrase that.

Q. You must be fair and reasonable to the homeowners when you are adjusting their claims?

A. Yes.



Depositions Are Trial

What the Witness Statement or Written Testimony Says (Auditory)

Q. You are required to be open and honest when dealing with homeowners?

A. Repeat that.

Q. You are expected to be open and honest when you're dealing with the homeowner?

Q. When I am dealing with the homeowner, open and honest, yes.

A. You must be fair and reasonable?

Q. Rephrase that.

Q. You must be fair and reasonable to the homeowners when you are adjusting their claims?

A. Yes.



Process of Conducting Depositions

Depositions typically involve attorneys asking witnesses a series of questions, which are recorded by a court reporter and/or a videographer only. These sessions can take hours and require thorough preparation to ensure comprehensive and relevant information is obtained.



Usual Suspects for Trial Deposition

The insights gained from depositions significantly influence case strategies. Lawyers can identify key issues, determine witness credibility, and adjust arguments, enhancing courtroom performance and ultimately influencing trial outcomes.

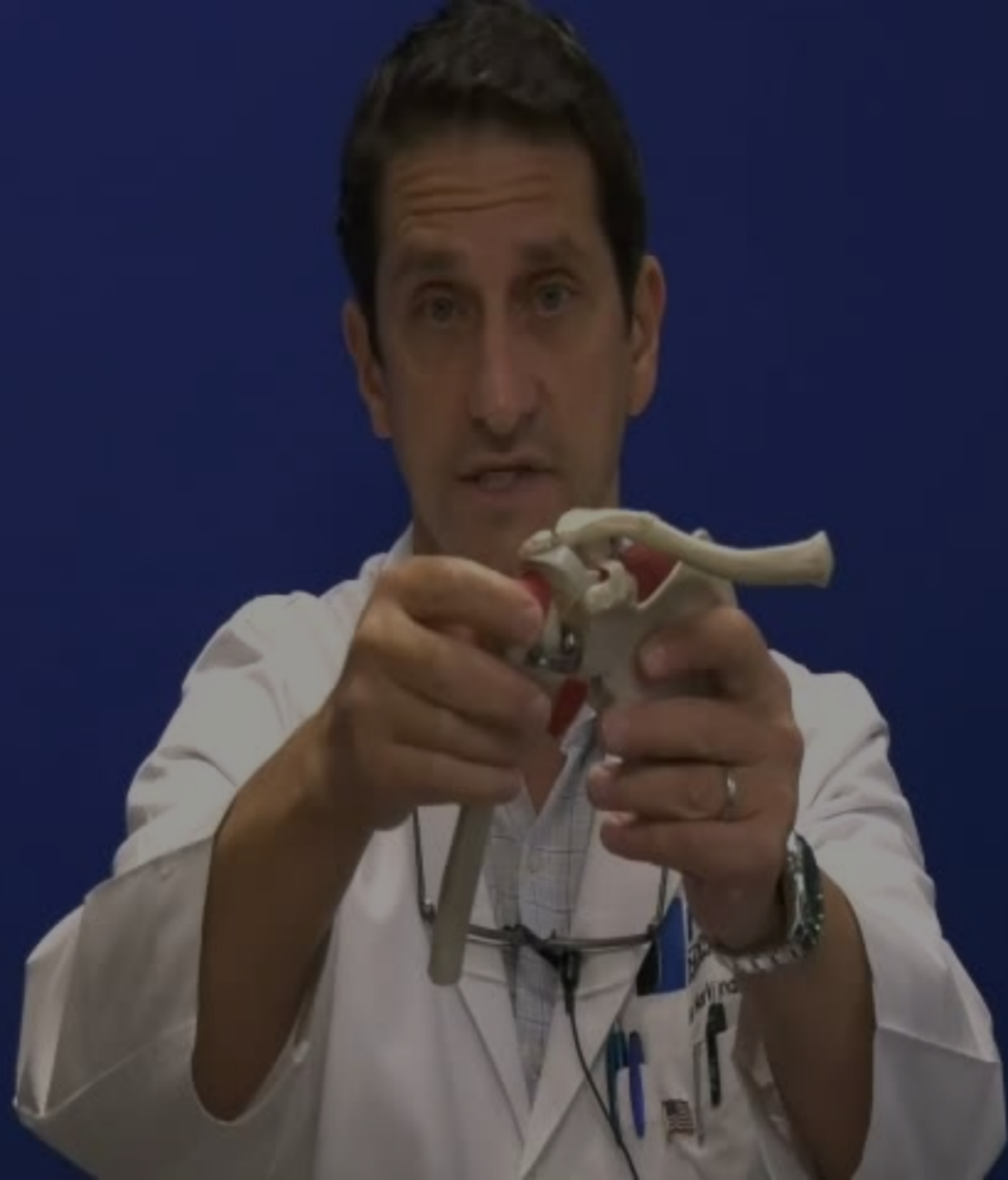


Third Party
"Validators"



As Bad As They
Want to Be









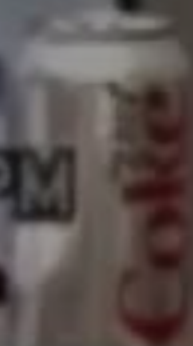
As Bad As They Want to Be





SEP 22 2008

12:14:39 PM





PEOPIL Effective Advocacy American-Style

Understanding American Legal Techniques
for Engaging Jurors

Patrick Doyle
Mike Doyle
Doyle Dennis Avery, LLP
Houston, Texas USA



Kraków, Polska
April 2025

The Power of Storytelling in American Trials

The Art of Narrative in Trials

Narrative shapes how jurors perceive the evidence and arguments presented. Effective storytelling can humanize a case, making it easier for jurors to understand and connect with the underlying themes of the trial.



Implicit Messaging to Connect with Your Jurors

Utilizing implicit messaging is crucial in storytelling during trials. Connecting the story of your case to each of your jurors can lead to more favorable outcomes based on shared human experiences and values.



Structuring the Story for Clarity

A well-structured story enhances understanding and retention of the presented evidence. Clear sequences, logical flow, and thematic coherence guide jurors through the narrative, aiding comprehension in complex cases.

Process of Conducting Depositions

Depositions typically involve attorneys asking witnesses a series of questions, which are recorded by a court reporter and/or a videographer only. These sessions can take hours and require thorough preparation to ensure comprehensive and relevant information is obtained.



Usual Suspect for Trial Deposition

The suspect named from accusations, representing evidence and testimony. Jurors are likely to see the case differently, evaluating multiple perspectives and ultimately choosing the narrative.

The Art of Narrative in Trials

Narrative shapes how jurors perceive the evidence and arguments presented. Effective storytelling can humanize a case, making it easier for jurors to understand and connect with the underlying themes of the trial.



The Art of Narrative in Trials

Narrative shapes how jurors perceive the evidence and arguments presented. Effective storytelling can humanize a case, making it easier for jurors to understand and connect with the underlying themes of the trial.

Suggested opening structure (Ball/Oliver Cliff Notes)

- 1. What is the risk (as broad as possible)
- 2. What are the rules (standard of care)
- 3. What did the defendant do (actions not judgments)
- 4. What were the immediate harms (usual starting place)
- 5. How the defendant broke the rules
- 6. What is wrong with the defenses (EXCUSES)
- 7. What are the consequences of the immediate harms
- 8. What can be done to fix the consequences or balance the harms

The Art of Narrative in Trials

Narrative shapes how jurors perceive the evidence and arguments presented. Effective storytelling can humanize a case, making it easier for jurors to understand and connect with the underlying themes of the trial.

Suggested opening structure (Ball/Oliver Cliff Notes)

- 1. What is the risk (as broad as possible)
- 2. What are the rules (standard of care)
- 3. What did the defendant do (actions not judgments)
- 4. What were the immediate harms (usual starting place)
- 5. How the defendant broke the rules
- 6. What is wrong with the defenses (EXCUSES)
- 7. What are the consequences of the immediate harms
- 8. What can be done to fix the consequences or balance the harms

Implicit Messaging to Connect with Your Jurors

Utilizing implicit messaging is crucial in storytelling during trials. Connecting the story of your case to each of your jurors can lead to more favorable outcomes based on shared human experiences and values.







Structuring the Story for Clarity

A well-structured story enhances understanding and retention of the presented evidence. Clear sequences, logical flow, and thematic coherence guide jurors through the narrative, aiding comprehension in complex cases.

OUT

HEADQUARTERS NATIONAL
ASSOCIATION
OPPOSED TO
WOMAN SUFFRAGE

Persuasion Techniques and Evidence Sequencing

Effective Use of Evidence

In American trials, evidence must be compelling and relevant. Lawyers strategically select and present evidence to support their arguments, ensuring clarity and connection to the jury's understanding of the case.



Techniques for Persuasion

Persuasion in the courtroom is achieved through verbal methods, including both logical reasoning and vivid storytelling. These techniques engage jurors' emotions and foster a connection between the narrative and the evidence presented.



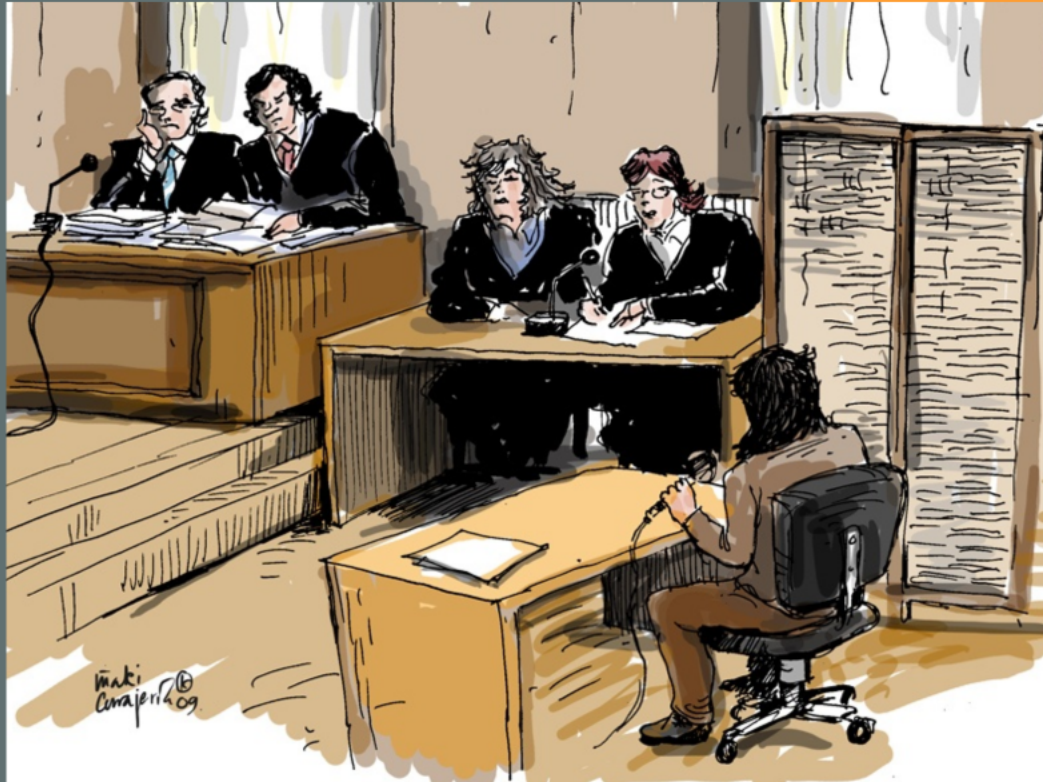
Creating a Persuasive Narrative for Jurors

An effective narrative organizes evidence according to a logical sequence, aiding comprehension. Lawyers interweave facts with compelling storytelling elements to ensure that jurors grasp the significance and impact of the evidence presented.

Effective Use of Evidence

In American trials, evidence must be compelling and relevant. Lawyers strategically select and present evidence to support their arguments, ensuring clarity and connection to the jury's understanding of the case.





Techniques for Persuasion

Persuasion in the courtroom is achieved through varied methods, including both logical reasoning and vivid storytelling. These techniques enhance jurors' engagement and foster a connection between the narrative and the evidence presented.



Creating a Persuasive Narrative for Jurors

An effective narrative organizes evidence according to a logical sequence, aiding comprehension. Lawyers intertwine facts with compelling storytelling elements to ensure that jurors grasp the significance and impact of the evidence presented.

ATLANTIC UNION-WOMEN'S SUFFRAGE PRESIDENT MRS. F. A. ABIDING

LEARN TO VOTE

VOTES FOR WOMEN

KEEP THE LIBERAL OUT

HEADQUARTERS NATIONAL ASSOCIATION OPPOSED TO WOMAN SUFFRAGE

WOMAN SUFFRAGE MEN OF OHIO

MR. PRESIDENT HOW LONG MUST WOMEN WAIT FOR LIBERTY

MR. PRESIDENT WHAT WILL YOU DO FOR WOMAN SUFFRAGE

The Power of Storytelling in American Trials

Trial Depositions

Introduction to American Advocacy

Persuasion Techniques and Evidence Sequencing

Role of Lawyers in Cases

Introduction to American Advocacy

The Power of Storytelling in American Trials

Persuasion Techniques and Evidence Sequencing

Role of Lawyers in Cases

Experiences of Mary Berry

Mr. President HOW LONG MUST WOMEN WAIT FOR LIBERTY

Mr. President WHAT WILL YOU DO FOR WOMAN SUFFRAGE

WOMAN SUFFRAGE MEN OF OHIO!

HEADQUARTERS NATIONAL ASSOCIATION OPPOSED TO WOMAN SUFFRAGE

VOTES FOR WOMEN

KEEP THE LIBERAL OUT

LEARN TO VOTE

Roosevelt Lehman

NATIONAL UNION-WOMEN'S SUFFRAGE PRESIDENT MRS. F. A. W. ABIDING

ATLANTIC UNION-WOMEN'S SUFFRAGE PRESIDENT MRS. F. A. ABIDING

LEARN TO VOTE

VOTES FOR WOMEN

KEEP THE LIBERAL OUT

HEADQUARTERS NATIONAL ASSOCIATION OPPOSED TO WOMAN SUFFRAGE

WOMAN SUFFRAGE MEN OF OHIO

MR. PRESIDENT HOW LONG MUST WOMEN WAIT FOR LIBERTY

MR. PRESIDENT WHAT WILL YOU DO FOR WOMAN SUFFRAGE

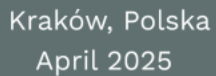
The Power of Storytelling in American Trials

Trial Depositions

Introduction to American Advocacy

Persuasion Techniques and Evidence Sequencing

Role of Lawyers in Cases



Kraków, Polska
April 2025



Kraków, Polska
April 2025

Dziękuję!



Kraków, Polska

April 2025

Dziękuję!



Kraków, Polska

April 2025

Dziękuję!



Kraków, Polska

April 2025

Dziękuję!



Kraków, Polska

April 2025

Dziękuję!



Kraków, Polska

April 2025