

THINKING INSIDE THE BOX

Building Strong Relationships with Judges and Jurors

Stephen D. Easton

In this dynamic seminar, Professor Stephen Easton *clearly demonstrates* how to effectively focus your knowledge of the conflict and your intense desire to succeed.

Winning advocates view every aspect of trial as a unique opportunity to build and strengthen their bond with the people who will decide the fate of their client—the judge and jury.

Every lawyer—novice or expert—who spends time before a judge or jury will find useful tips and strategies in Thinking Inside the Box. Steve Easton has carefully designed this fast-paced, entertaining, multi-media program to reveal how you can build such strong bonds in the structured world of the courtroom.

Overcome jurors' inherent mistrust of lawyers. Persuade the judge to rely on your facts and evidence. Marshal the real-world rules (not theory!) to help you tip the scales of justice your way.

Practical and comprehensive course materials contribute to the success you will enjoy after a focused and information-packed day with Easton. His winning track record and his razor-sharp perspective on practice-oriented reality ensure that this will be one of the most valuable investments you make in your practice.

Easton gives you the words and tactics to build and strengthen your relationship with the judge and jury and to help you win your case!

Program Highlights

- ◆ Increase the odds that jurors choose you...while you are choosing them.
- ◆ Personalize the “blind date” of voir dire, and make it enjoyable for jurors and for you!
- ◆ Use the judge's credibility to enhance your own credibility.
- ◆ Use innovative, powerful techniques to leverage your relationships during closing argument.
- ◆ Consciously avoid common credibility-destroying mistakes.

6

Hours
Including
1 ethics



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Steve Easton



Steve Easton is a trial lawyer and award-winning teacher who has excelled at trial and in both law school and CLE classrooms. His energy and focused approach flawlessly translate into practical and entertaining CLE presentations.

He served as the **U.S. Attorney for the District of North Dakota** and has tried cases in civil and criminal courts—in fact, with 4 trials in the past few years, Easton has now tried cases to successful jury verdicts from all 4 seats available to trial attorneys—prosecution, criminal defense, plaintiff's attorney and civil defense attorney. Easton spent 4 years as dean of the

University of Wyoming College of Law, where is still a professor. He continues to hone his impressive litigation skills by actively trying cases even while serving as law professor and dean. Previously, he served as a professor of law at the **University of Missouri Columbia School of Law**. During his time in North Dakota, Easton was also a partner in the firm of **Pearce & Durick**, where he concentrated on product liability and insurance defense.

Easton was the recipient of the *Richard S. Jacobson Award for Excellence in Teaching Trial Advocacy* from the Pound Civil Justice Institute, and the *Warren E. Burger Prize* for scholarship concerning legal excellence, civility, ethics and professionalism from the American Inns of Court.

He is the author of three essential guidebooks for attorneys, *Attacking Adverse Experts* (ABA), *How to Win Jury Trials: Building Credibility with Judges and Jurors* (ALI-CLE), and *Problems, Cases & Materials in Professional Responsibility* (Thomson-West). He has also been published in both the legal and popular press, including *The Federal Lawyer*; *The Practical Litigator*; *Stanford Law Review*; *The Wall Street Journal*; and *USA Today*. Easton received his B.A. from Dickinson State University and his J.D. from Stanford Law School.

Program Agenda (6 hours, including 1 ethics)

1 Hour 30 Minutes

Building Relationships with Jurors

- ◆ Thinking like a juror
- ◆ Effective voir dire
- ◆ Building on the voir dire foundation

15 Minute Break

1 Hour 30 Minutes

Establishing Credibility

- ◆ Overcoming every juror's belief that lawyers cannot be trusted
- ◆ The truth about ethics and ethics about the truth
- ◆ The hidden dangers of objecting

Lunch (length to be determined)

1 Hour 30 Minutes

Building Relationships with Judges

- ◆ Tips on the care and feeding of judges
- ◆ The real-world rules of evidence
- ◆ Hidden gems in the rules of evidence

15 Minute Break

1 Hour 30 Minutes

Rules of the Road for Trial Attorneys

- ◆ Assembling a strong trial team
- ◆ Preparing fact witnesses

Powerful Final Arguments

- ◆ Driving home your theme
- ◆ Words and phrases with impact

Adjourn