

Visual Strategy In Depth: Damages

Amy Hall • amy@amyghall.com • www.amyghall.com • 707-337-9889

Course Agenda:

1. **Unit 1: Reframe damages.** Your jurors need to know how to feel about what happened to your client.
 - a. **Introduction & overview.**
 - Welcome and what to expect. Overview of the goals and structure of the program.
 - b. **Don't make them cry, give them hope.**
 - Understand how juror emotions control the price they'll put on damages. How to manage juror emotions during your damages presentation.
 - c. **Injury = loss of function**
 - People aren't just a collection of body parts. Scary medical imagery and technical terminology doesn't show the jury why they should care. How to use visual strategy to frame the injury in terms of how it affects your client's life every day.
 - d. **Restore the balance.**
 - We all define ourselves by what we love to do. When someone takes away what we love to do, they take away who we are. Use visual strategy to frame the contrast of your client's life before the injury to their life now for emotional impact. We'll review strategies and considerations for wrongful death as well.
 - e. **What you don't know about your client will hurt them.**
 - Why getting to know your client is pivotal to the success of your case. You'll learn specific techniques to *really* get to know your client so you can help the jury understand damages.
 - f. **How to teach long term disability.**
 - Long term disability care is a significant part a seriously injured person's future. We'll cover specific visual strategy techniques for decoding a complex life care plan and teaching it systematically so the jury will understand and care about what it will take to take care of your client.
 - g. **Quiz**
 - The unit concludes with a quiz for participants to assess their understanding.

2. **Unit 2: Visual strategy for damages: deep dive.** Put visual strategy to work in your cases today.

a. **Overview.**

- How to properly sequence damages exhibits

b. **Visual strategy for damages workshop**

- Multiple workshop-style demonstrations sessions, using damages facts from a number of exemplar cases to create visual strategy exhibits for damages.

c. **Conclusion**

- Summary of the key learning points of the program.