



Mock Trials & Focus Groups

“Litigation has become as much about effectively evaluating and settling cases as it is about winning at trial.”

“When preparing cases for mediation, arbitration or settlement, success is often determined by how well you identify and communicate the key case issues that will resonate with a jury.”

Our understanding of juror psychology allows us to identify the key communication, education and persuasion opportunities.

Mock Trials and Focus Groups can include:

- **Mock Trials** – Identify which issues are most important for jurors in reaching a verdict. Learn how to strengthen your case and exploit the weaknesses in your opposition’s case.
- **Issues Studies** – Focus on specific aspects of your case. These may test the way to best educate jurors about a technical issue, how to best present a specific witness, provide juror feedback to a proposed opening statement, etc.
- **Focus Groups** – Evaluate prevailing attitudes that impact how jurors evaluate your case issues.
- **Discovery Focus Research** – Identify the key issues early and use these to guide and shape discovery.
- **Case Valuation Analysis** – Larger sample research that provides a statistical profile of case valuation ranges and a profile for jury selection. This research may be combined with a jury deliberation component designed to identify key case issues.