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### [A trial lawyer, a mediator and a jury consultant walk into a bar . . . .](#)

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. . . and they're all talking about the same thing! How do you put the "clothes," the drama, the pathos, the dimensionality and texture back into the sterile legal cause of action we litigators have been working on for months, years, even decades.



There are no professions whose success depends quite so much on the coherence and authenticity of story, narrative. The gun that appears in the first act. The man who must be lying dead on the stage as the curtain closes. The way everything leads to one unexpected and yet repeatedly foreshadowed conclusion.

To this mutual quest for telling the persuasive truth of the parties' lived experience comes a new jury blog: [Things that make you go hmmmmm](#) from the [Jury Impact](#) people [here in Southern California](#). Back in the day, I worked with [CEO Chris St. Hilaire](#) on a quarter billion dollar antitrust and unfair competition case. I've worked with others such as the rightly famous Don Vinson of Litigation Sciences, the first person to introduce me to jury work as Madison Avenue advertising. The Jury Impact people are *that good*.

Add their new blog to your news reader.

Talking of Madison Avenue, here's Mad Men's best ad pitch - [Nostalgia: the pain from an old wound and the product that takes us to a place where we ache to go again](#).

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