

## Building Your Foundation: The Five Building Blocks of a Persuasive Construction Case

Using the facts of a real construction case as a backdrop, this presentation provides concrete advice about the specific ways a construction case can be more persuasive, whether in front of a jury, a judge or an arbitrator. With actual clips of mock jurors discussing the case, the presenter illustrates how such things as clear and compelling graphics can dramatically impact the outcome of your case. Topics include:

- 21st century courtroom communication
- Two questions fact finders ask in every construction case
- Recognizing just how critical the critical path is
- Making damages determinative by making damages interesting
- Using external yardsticks to factor in fairness

Focus on Two Major Criteria:

# Power

versus

Who had **power** to alter the outcome?

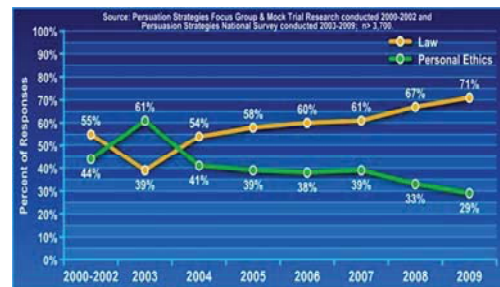
# Choices

What **choices** did each party have?

How did each party use the **choices** it had?



When personal ethics and law conflict with one another, which of the two do you think should be followed?



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