



Ken Broda-Bahm, Ph.D.

Senior Litigation Consultant

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Clients preparing for litigation employ Dr. Ken Broda-Bahm's insights into jury decision-making and community attitudes to enhance their message and case strategy.

EDUCATION

Southern Illinois University, Carbondale,
Ph.D., Speech Communication, 1992
*Emphasis on Language, Legal
Communication, Rhetoric, and Critical
Theory*

Western Washington University, M.A.,
Speech Communication, 1986
*Emphasis on Argumentation and
Language*

Western Washington University, B.A.,
Political Science, 1984
Emphasis on Public Administration

Ken is a respected member of the extended team for attorneys across the United States. He has earned their trust by providing timely observations on trends in the legal industry with potential impacts to attorneys pursuing arbitration, mediation, or litigation. Dr. Broda-Bahm is the award-winning author and editor of The Persuasive Litigator blog.

Ken's experience with legal communication and rhetoric are valuable assets to pretrial research. His combination of real-world knowledge in state, federal, and appeals courtrooms can elevate case arguments and inform trial strategy. Ken has trained and consulted in more than 35 states across the country and 19 countries around the world.

REPRESENTATIVE EXPERIENCE

Informed Advice Throughout

- Voir Dire
- Community Attitude Surveys
- Opening and Closing Statement Strategy
- Witness Preparation
- Arbitration and Mediation
- Post-Trial Juror Interviews

Experienced Support Regarding

- Medical Negligence/Malpractice
- White Collar Crime
- Products Liability
- Commercial Litigation
- Qui Tam Litigation

MEMBERSHIPS AND AFFILIATIONS

- American Bar Association, Member
- American Society of Trial Consultants (ASTC), Past President (2007) and Member
- Persuasive Litigator blog, Principal Author and Editor, 2011-present
- The Red Well legal blog aggregator, Editor

SELECTED PUBLICATIONS

The Online Courtroom: Leveraging Remote Technology in Litigation, American Bar Association, (April, 2022) Ken Broda-Bahm, Co-Edited by Richard Gabriel; Authored by members of The Online Courtroom Project

From Courtroom to Zoom Room: Online Persuasion, Persuasion Strategies Alert, (April, 2020) Kevin Bouilly, Katerina Oberdieck, Shelley C. Spiecker, Ken Broda-Bahm

Know Your Trial Message, The Clean Energy Wire, (September, 2019) Ken Broda-Bahm

SELECTED PRESENTATIONS

Changing Juror Views: Picking a Jury in 2022 and Beyond, (April, 2022) Ken Broda-Bahm

The COVID-19 Pandemic: How Has it Changed Legal Persuasion?, TerraLex Conference, (November, 2020) Ken Broda-Bahm

Preparing the Empowered Witness, Strafford CLE, (September, 2020) Ken Broda-Bahm

Eight Steps of Legal Persuasion, Holland & Hart Summer Clerk Introduction, (July, 2020) Ken Broda-Bahm

Combating Plaintiff Reptilian Tactics in Complex Litigation: Discovery, Voir Dire, Direct and Cross-Examination, Stafford Webinar, (July, 2020) Ken Broda-Bahm

The Mongoose Seminar: How Defendants Can Defeat the "Reptile", Reptile LawPractice CLE, (May, 2020) Ken Broda-Bahm

Combatting Plaintiff Reptile Tactics in Employment Litigation: Voir Dire, Witness Examination Opening & Closing, ClearLaw CLE

Seminar, (May, 2020) Ken Broda-Bahm

Debiasing Your Jury in the Absence of Voir Dire, Maryland
Association for Justice, (February, 2020) Ken Broda-Bahm

Learning from TED - Presenting Your Best in Front of Large
Audiences, Presentation to Holland & Hart, (August, 2019) Ken
Broda-Bahm

Personal Responsibility and the Polarized Juror in Railroad Cases,
Presentation to the National Association of Railroad Trial Counsel
(NARTC), (July, 2019) Ken Broda-Bahm

Defeating the Reptile: It Takes a Mongoose, Stafford Webinar, (July,
2019) Ken Broda-Bahm