

It's never too early to gain a  
**competitive edge.**



Courtroom

Logic<sup>TM</sup>

consulting



Whoever tells the best story wins.

— JOHN QUINCY ADAMS



How might a typical juror view the conduct of your client? How persuasive are your facts? How can you best capitalize on weaknesses in the opposing party's case to gain a significant advantage? What is the potential settlement value of the case?

A litigation consultant's early involvement in gathering intelligence and perceptions can be critical to the successful outcome of any case. The more you learn during discovery – and the earlier you learn it — the more likely you are to have the competitive advantage, whether your case goes to mediation, arbitration, or to trial.

## Minimize guesswork. Maximize results.

CourtroomLogic delivers a comprehensive suite of services focused on strategic preparation for settlement. These proven, practical assessment tools begin with theme development, identification of strengths and weaknesses, pre-trial research, witness preparation, and mediation support. If settlement negotiations fail and trial commences, our services expand to include the development of graphic demonstratives, all aspects related to jury selection and voir dire, as well as trial monitoring, advanced multimedia support and post-trial interviews.

With more than a decade of experience working with trial teams across the country, our unique processes result in uncovering hidden insights and identifying important risks and strengths. We provide much more than facts or figures. Our approach is issue-driven, process-oriented, and evidence-based; we aim to offer practical solutions rather than statistical minutiae. We're able to identify the most effective strategies, as well as the least effective.

Ultimately, our job is to help ensure you're fully prepared, and armed with the tools you need to succeed.

Whether we're called upon to gauge juror reactions during the initial phases of discovery, prepare a key witness for deposition testimony, consult on the eve of Opening Statement, or to simply create a graphic to complement an appellate brief, CourtroomLogic delivers cutting-edge services custom-designed to meet the unique needs of each client, each case, and each budget.

## Pre-litigation services. Knowledge is power.

Whether you need a full complement of consulting services or a more streamlined program, CourtroomLogic can be the one resource you need to be fully prepared for deposition, hearings, mediation, or trial. Our suite of pre-litigation services and research options includes:



Success is where preparation and opportunity meet.

— BOBBY UNSER

### Primary Assessment

CourtroomLogic is available to meet with trial counsel during the early stages of discovery to discuss initial reactions to live pleadings, known facts and potential strengths and weaknesses. During this assessment, we can begin to formulate themes and generate a preliminary "story." In addition, CourtroomLogic will work with counsel to anticipate juror needs, which can ultimately provide direction for requests for production and disclosure.

### Witness Preparation

Designed to provide the tools needed for each fact or expert witness to communicate effectively, truthfully, and persuasively, our witness preparation process has been proven critical to the outcome of many cases. We work to arm each witness with the power, confidence, and knowledge to influence. Our program is customized to meet the unique factual challenges of each case by teaching individual witnesses how to naturally weave trial themes into the content of their

testimony. Whether witness preparation is conducted before deposition or before trial, witnesses are far better equipped to minimize dangerous facts and maximize credibility.

### Pre-Trial Research

Best practices and personal experience have demonstrated that the sooner you learn the issues likely to affect your case and how best to respond to them, the higher the chance of a successful outcome. When CourtroomLogic is able to provide pre-trial research before the close of discovery, counsel is often ensured a more streamlined trial strategy, and ultimately, time and cost savings later. Rather than act as mere facilitators, we guide you through the process, analyze results and provide practical suggestions to ensure the most appropriate and actionable results.

### FirstInsight™

FirstInsight™ is CourtroomLogic's ultra-efficient and highly effective method of intelligence gathering. This unique service is valuable at any stage in litigation and is custom-designed to meet any number of goals, including the identification of challenging facts or juror needs, perception of key documents, impact of current themes or even potential settlement value. FirstInsight includes mock jury feedback, thorough results analysis, and practical suggestions for moving forward with trial strategy—all with minimal time investment from counsel.

### Other Pre-Trial Studies

CourtroomLogic also offers the following pre-trial studies:

- Focus Groups
- Mock Trials
- Mock Opening Statement/Closing Argument
- Mock Voir Dire
- WitnessCheck™

### Additional Consulting Services

CourtroomLogic offers many other valuable services throughout the trial process:

- Theme Development
- Case Analysis
- Critique of Opening Statement, Witness Outlines and Closing Argument
- Trial Monitoring
- Shadow Jury
- PowerPoint Presentations
- Graphic Demonstratives
- Animations
- Multimedia Support
- Courtroom Technology and Operation
- Post-Trial Interviews

# Case preparation can be difficult. Working with your litigation consultant shouldn't be.

Things should be made as simple as possible,  
but no simpler.

— ALBERT EINSTEIN



At CourtroomLogic Consulting, we believe your litigation consultant should be one less thing for you to worry about.

When you work with us, you will save time, and gain peace-of-mind. With a unique ability to simplify the complex, CourtroomLogic can put knowledge in your arsenal, and hours back into your schedule.

With CourtroomLogic, you'll enjoy the freedom of knowing you're in reliable, capable hands so that you can better focus on your case load. In fact, we offer several distinct points of difference from other trial sciences firms:

## Personal Service

Kacy Miller, CourtroomLogic President, works with you one-on-one to pinpoint your specific goals and objectives for each case. She ensures lines of communication are open at all times, and is expert at managing a wide range of services seamlessly and efficiently.



## Broad Civil Litigation Experience

CourtroomLogic management has hands-on experience in almost all areas of civil litigation, offering a strong foundation of knowledge and expertise. You won't waste time managing CourtroomLogic — we know the business.

## A Position of Leadership

At CourtroomLogic, we utilize a proactive, rather than a reactive approach. We adopt a position of leadership in the quest to uncover knowledge and recommend strategies. This means we can often anticipate, and correct potential problems before they become issues. You won't have to communicate your needs. We'll already know.

## Notable cases. A direct result of our depth of knowledge and diverse experience.

### Trade Secret Misappropriation and Unfair Competition

Prior to the start of the trial, CourtroomLogic was hired to consult with a multi-party intellectual property defense team. The goal was to educate the jury that simply calling something “confidential” does not necessarily make it so. In an effort to help simplify the complex issues, we counseled on storytelling, theme development, and preparation of key witnesses. By observing trial each day, debriefing counsel, and formulating strategy in preparation for the next day’s testimony, CourtroomLogic was able to contribute to the final outcome: a complete defense verdict, rendered in less than two hours by a federal court jury.



### Oil and Gas Arbitration

An international oil and gas exploration company was a defendant in a breach of contract dispute involving oil and gas leases in the Gulf of Mexico. CourtroomLogic provided a full range of services, including pre-trial research, story development, witness preparation, creation of graphic demonstratives, multimedia technology support, and ongoing strategic consultation. Facing damages of more than \$20 million, the arbitration panel rendered a 2-to-1 ruling in favor of our client.

### Personal Injury Jury Research

Before plaintiff ever filed a formal lawsuit with the court, CourtroomLogic was retained by a national company facing a potential personal injury lawsuit related to a large chemical explosion. Both plaintiff and defendant had hopes of reaching a settlement to avoid the time, expense, and publicity of formal litigation. Relying upon information gleaned from CourtroomLogic pre-trial research, the parties were able to reach an amicable settlement within a few weeks. The lawsuit was never formally filed, and related cases were ultimately resolved before trial.



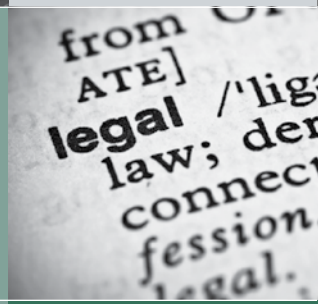
Pick battles big enough to matter,  
small enough to win.

— JONATHAN KOZOL

### Whistleblower

CourtroomLogic was retained to assist an international entity with the defense of a complicated qui tam case involving underlying environmental contamination issues. Our artists rendered 3-D computer animations to educate the jury about complex systems on the property as well as the client’s business operations. CourtroomLogic worked side-by-side with lead counsel throughout the entire trial. We prepared dynamic graphics, conducted witness preparation, formulated themes and assisted with voir dire, witness outlines and Opening Statement and Closing Argument. Facing a potential verdict of more than \$400 million, the client and entire defense team celebrated when the federal court jury rendered a complete defense verdict.





### **Kacy Miller, President of CourtroomLogic Consulting**

Leading the CourtroomLogic team is Kacy Miller, who has more than a decade of experience in the field of litigation consulting and more than twenty years in the field of social science. Prior to founding CourtroomLogic Consulting, she worked as an in-house litigation consultant with the law firm of Strasburger & Price, LLP, and as a consultant with Courtroom Sciences, Inc., a nationally recognized trial sciences firm pioneered by Dr. Phil McGraw. Ms. Miller has an undergraduate degree from Baylor University and a Masters of Science in Counseling Psychology from the University of Houston.



CourtoomLogic Consulting

6550 Winton Street

Dallas, Texas 75214

[courtroomlogic.com](http://courtroomlogic.com)

[Info@CoutroomLogic.com](mailto:Info@CoutroomLogic.com)

214-824-4115