

The Art of Persuasion: Winning at SOAH (or any forum!)

1

Good Trial Lawyers Have a Story to Tell

- Simplify the case to a basic theme/narrative

2

There's
just
one
thing.

Go figure
it out!



3

A tale of two stories...

- Man runs a youth camp for troubled teens.
- One morning, he goes in and flips over the cot of a 17-year-old boy, dumping him on the floor. He gets in the boy's face, gives him a warning, and threatens to cut the boy's testicles off if the boy disregards the warning.
- CPS receives a report about the incident and makes a finding of abuse against the man.
- The man appealed the finding, and I heard the case and reversed the finding.

4

Humanize/Simplify the Case

“This case is about a really good and honorable man doing his very best to protect a 14-year-old girl from sexual exploitation and abuse.”

- The boy had been having sexual conversations with a 14-year-old girl and had made sexual advances toward her
- The warning given to the boy was to leave the girl alone and to not talk to her anymore

Don't invest in your own B.S.

- Get real. Especially if your story requires a high degree of “machining,” “avoidance,” or “deflecting.” Don't try to spin things absurdly, or you will lose credibility

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: The Art of Persuasion: Winning at SOAH

Also available as part of the eCourse

[Answer Bar: Litigating the Administrative Law Case](#)

First appeared as part of the conference materials for the
15th Annual Advanced Texas Administrative Law Seminar session
"The Art of Persuasion: Winning at SOAH"