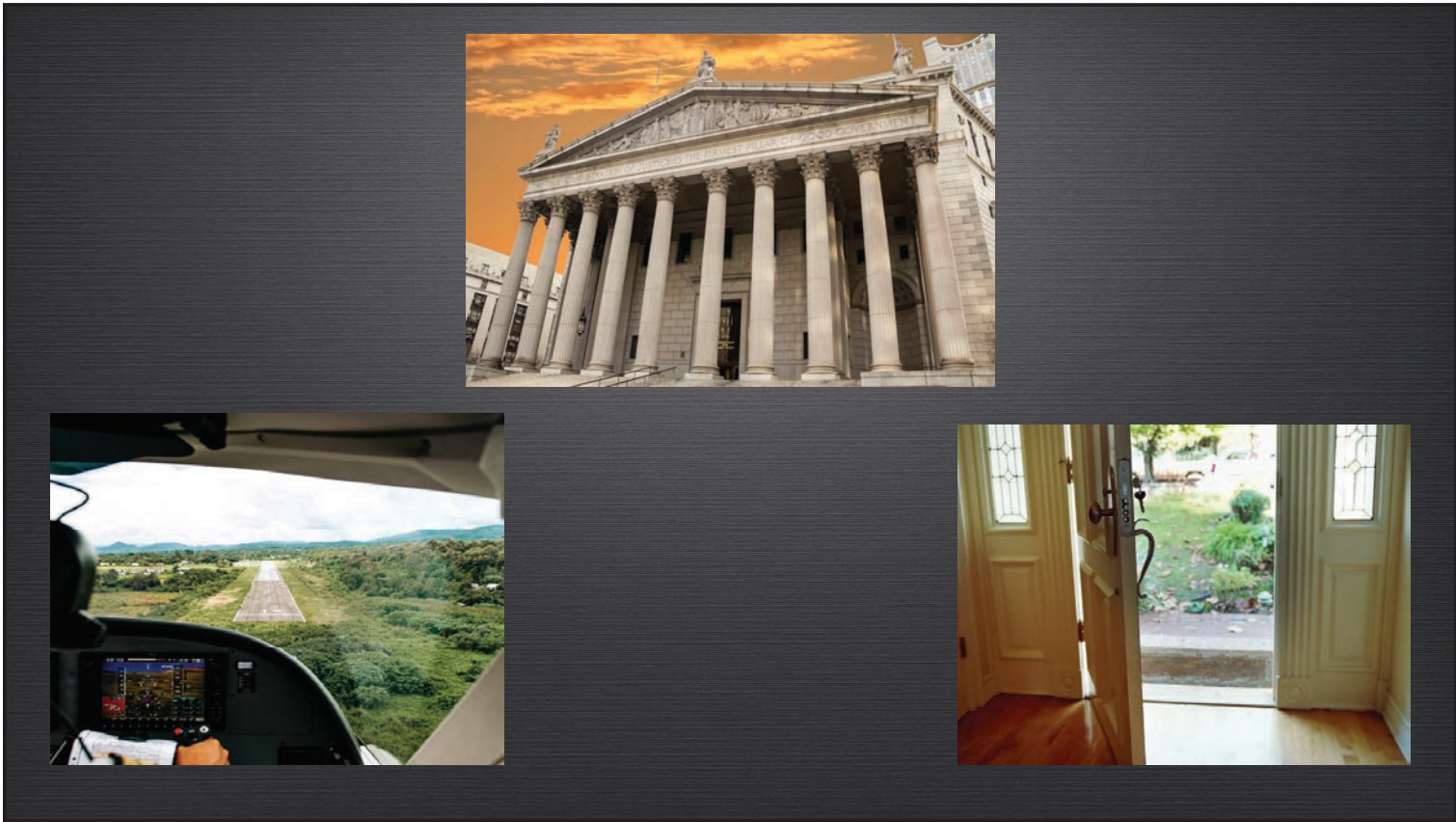




1



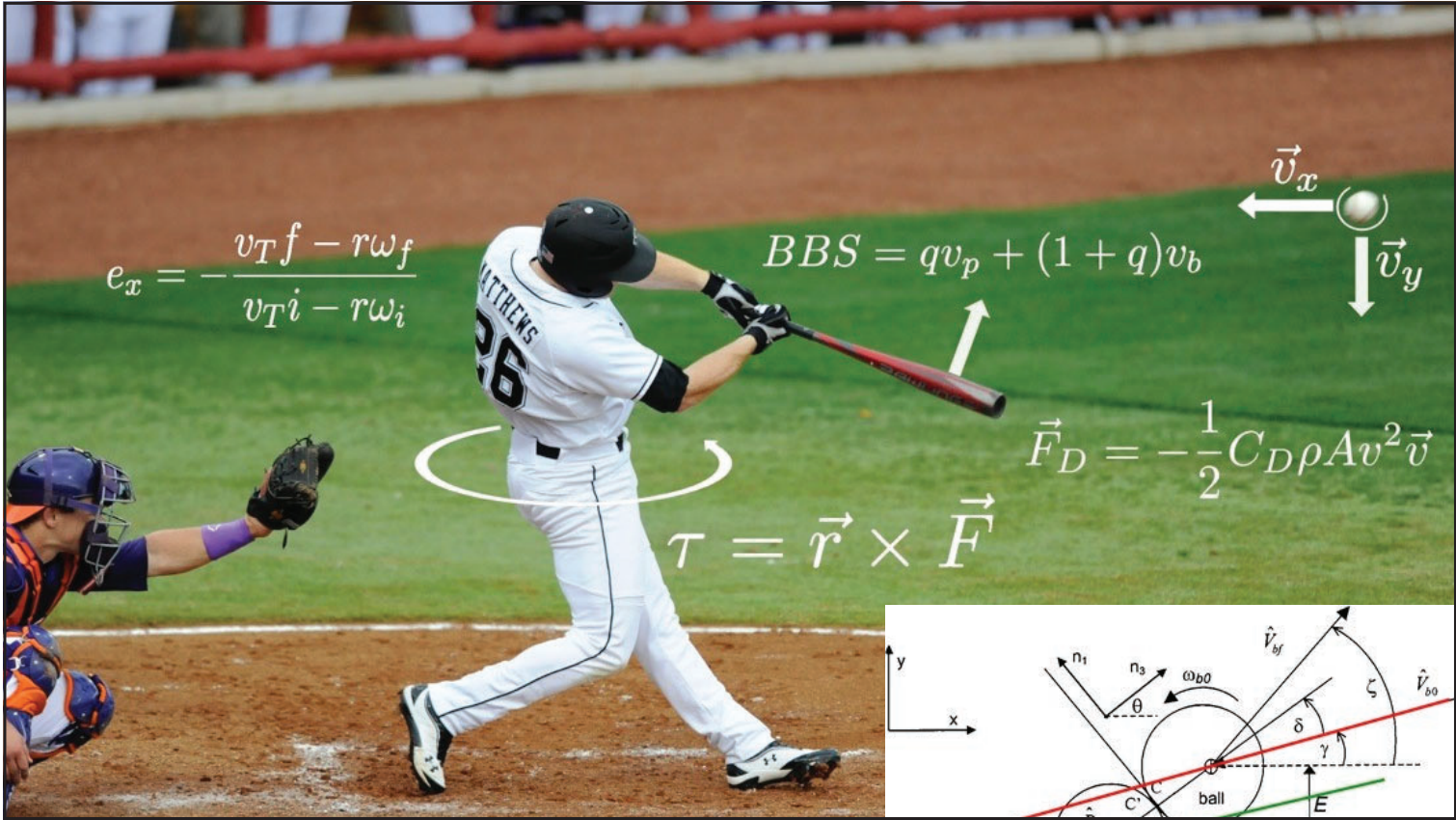
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## Develop a Winning Case Strategy

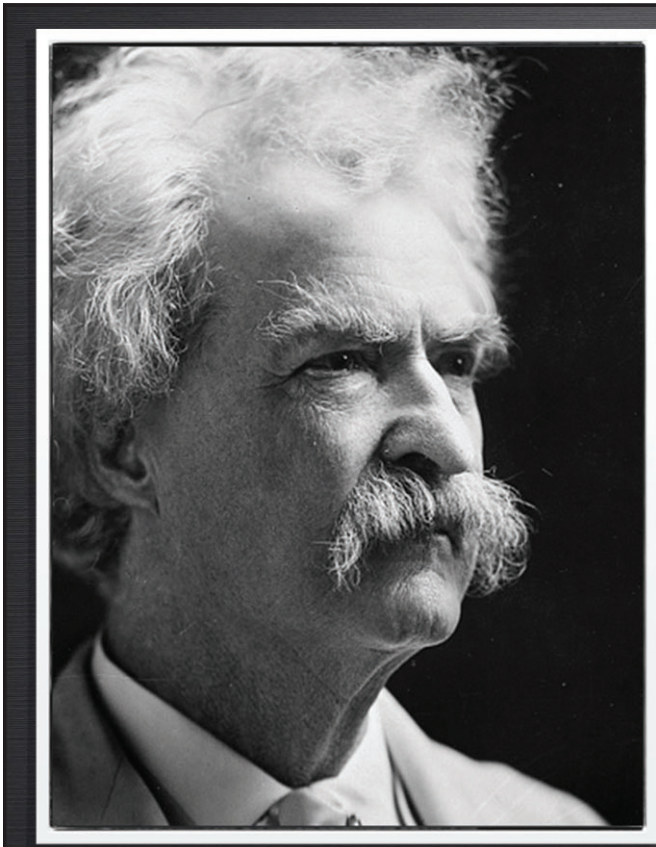
3



4



5



“It is easier to manufacture seven facts than one emotion.”

6

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First appeared as part of the conference materials for the 2023 Winning at Deposition: Skills and Strategy session "Developing a Winning Strategy"