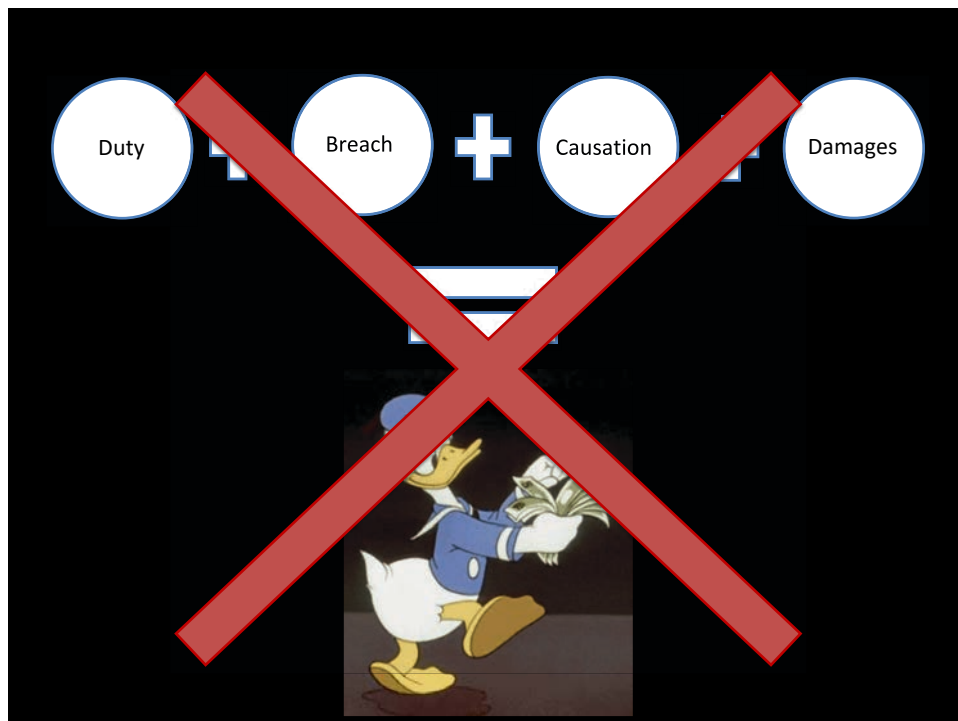


Exposing the Defense use of Psychological Warfare at Trial



cbennett@trialstructure.com
ilya@trialstructure.com
ablanco@theblancolawfirm.com

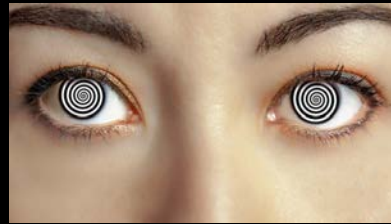
1



2

Beyond Duty, Breach, Causation & Damages

- Defense Psychological Attacks
 - Something for nothing
 - Litigation Lottery
 - "Open Courts"
 - Frivolous Lawsuit
 - Greedy Plaintiff



3

What's the Story they Hear?



4

What's the Story they Hear?



5

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6

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First appeared as part of the conference materials for the
2023 The Car Crash Seminar session

"Storytelling and Themes"