

Trial Coach

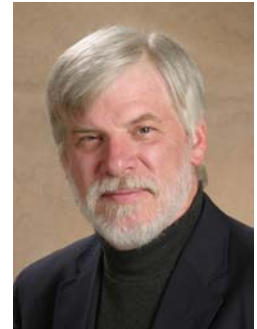
Trial coaching for:

- Discovery
- Themes, theories
- Defense strategies, tactics
- Depositions
- Witness preparation
- Testimony: competence, projection, impact
- Expert testimony
- Voir Dire targeting and juror selections
- Opening Statement
- Direct and cross examinations
- Trial monitoring, theme tracking
- Jury mapping and impact
- Closing Statement
- Juror interviews and follow-up

The job of the trial team is to equip the jury with what they must have to allow each juror – individually – to migrate to the desired verdict.

This migration can be difficult, and hinges on each juror hearing what is needed in a simple and compelling way.

It is not about tricks. It can never be about manipulation.



The jury itself must be selected accurately and well. Questions must penetrate and provide clear choices about who must and who must not sit in the jury box. At the same time, voir dire must begin the process of creating a sense community within the jury that can and will support the desired verdict.

The case presentation must be well crafted and well executed. Witnesses must be clear and must connect. Themes must be clear, lifted up, and driven home. Each step must have impact.

Trial coaching supports all of these components. Coaching puts at the center the jury and their process of decision. It gives them – throughout the course of the trial – what they need to reach the correct verdict.

Successful trials include:

- State of Washington v. Ruppert
- State of Washington v. Highberg
- State of Montana v. Hunt
- Elcon v. City of Tacoma

Tom Colwell is an executive/corporate coach. He coaches individuals, leaders, work teams, departments, and organizations toward their goals of improvement, growth, and change. His work is done with the coaching perspective: forward-looking, strength-based, with client-defined directions and agendas.

With over 25 years experience as coach and consultant, projects and clients include cities, counties, and the State of Washington; the University of Washington; hospitals, clinics, and other health-care providers; law firms; financial institutions; corporations; non-profit organizations and churches/conferences.

Tom is a graduate of Yale University and The Coaches Training Institute.