



The Focal Point LLC

## **We bring experience and knowledge to jury research and consulting**

Our understanding of communication theory, jury psychology, information processing, and group dynamics allows us to make substantive recommendations for trial strategy. We combine knowledge of communication processes and rigorous social science research methods to explain how jurors will perceive key issues, evidence, and witness testimony. We then apply this knowledge as we assist clients in preparing and presenting persuasive case presentations.

**Trial summit workshops and Mental Mining®**

**Focus group and mock trial research**

**Community attitude surveys**

**Fact and expert witness preparation**

**Venue analysis and juror profiling**

**Voir dire and jury selection**

**Development of opening statement and closing argument**

**Shadow jury research and trial monitoring**