

# When do you want to know jurors hate your case?

## *Before or after the trial?*

Spending a little money early in a lawsuit can save you a lot of money later.

*A client requested R&D help with post-trial juror interviews after losing a \$50 M case -- twice.*

Jury instructions were corrected for the retrial, but that wasn't enough for the defense to win.

*Jurors flatly rejected the defense arguments, and ruled for the plaintiff on every issue.*

R&D could have done a lot to craft trial strategy if we had been involved BEFORE trial— or *at least* before the RE-trial.

*A different trial strategy might have won the day— or at least contained damages.*

Jurors did what they thought was just. It was just bad for this client.

### Moral of the story:

*An ounce of preventive pre-trial consulting is better than a pound of post-trial jury interviews.*

*Maithilee K. Pathak, PhD, JD*

***Prepare to Win.***

Maithilee Pathak, PhD, JD [mpathak@rd-ss.com](mailto:mpathak@rd-ss.com)

**R&D**

# Put the R&D Advantage on Your Side.

**Leaders in Trial and Strategic Consulting  
Highly Trained Professionals  
Experts in Human Dynamics & Decision-Making**

- **Case Evaluation & Risk Assessment**
- **Develop and Test Case Themes and Strategies**
- **Craft Opening Statements & Closing Arguments**
- **Witness Evaluation & Preparation**
- **Juror Profiles & Juror Questionnaires**
- **Jury Selection & Voir Dire Assistance**
- **Visual Strategy**
- **Persuasion Skills Training**
- **Trial Monitoring & Shadow Juries**
- **Post-Trial Jury Interviews**

***Prepare to Win.***

**Maithilee Pathak, PhD, JD [mpathak@rd-ss.com](mailto:mpathak@rd-ss.com)**

**R&D**