July 16, 2015
Introduction to the Program
0900–0930  Participate in introductory exercises with instructors

The Psychology of Persuasive Storytelling
0930–1030  Be exposed to the theory behind Psychology of Storytelling

This session focuses on the psychological pinnings of effective storytelling, identifying core competencies that every advocate should develop to maximize the persuasive power of their case. Attendees will leave with a set of materials focused on translating the most recent persuasion scholarship into common sense set of approaches designed to increase their persuasive power in court.

Break (Tea)
1030–1100  Tea is served, social meeting

Mastering Case Analysis
1100–1230  Develop an approach to case analysis and apply it

This session provides an organizational template for analyzing cases built upon core persuasion principles founded in our unique nature as humans. It builds upon an understanding of both Aristotelian approaches to advocacy and recent neuroscience. Attendees will leave this session with a common sense approach grounded on a timeless understanding of the law as it applies to the human condition. Attendees will use these approaches by applying them to a real world problem collectively in small group settings.

Lunch Break
1230–1330

Increasing the Persuasive Power of Direct Examination
1330–1400  Learn how to form persuasive directs
1400–1500  Perform persuasive directs with coaching
1500–1515  Break
1515–1615  Perform persuasive directs with coaching

This session provides the advocate with an approach designed to increase the persuasive power of the direct examination by developing the flow of testimony through both organizational constructs and story-telling techniques. The goal is to produce direct examinations showcasing the witness and the advocate. During this training advocates will be exposed to the theory behind this approach, prepare direct examinations, and then conduct them. Each performance will be accompanied by individual professional coaching designed to increase the persuasive impact of the attendees the next time they conduct direct examination.

Group Wrap-Up Session
1615–1645  Review lessons learned on the first day and previous tomorrow’s program

Keynote Address “Advocacy in the 21st Century and the Challenge to the Rule of Law”
1700–1800  Featuring speaker Paul Gallagher, SC
July 17, 2015
Conducting Cross Examination with a Purpose
0830–0930  Learn the science of cross examination
0930–1030  Conduct cross examinations with coaching
1030–1045  Break
1045–1200  Perform cross examinations with coaching

This session provides the advocate with an approach designed to increase the persuasive power of the cross examination by applying the science of cross examination through question centered approaches designed to create inferences. Attendees will develop cross examination approaches focused on one fact, leading questions designed to create a belief in the mind of the jury concerning a fact, the credibility of the witness, or both. During this training advocates will be exposed to the theory behind this approach, prepare cross examinations, and then conduct them. Each performance will be accompanied by individual professional coaching designed to increase the persuasive impact of the attendees.

Lunch
1200–1300

Summation Arguments
1300–1415  Learn how to structure and present Summations
1415–1430  Break
1430–1630  Perform Summation Arguments with coaching

In this session attendees will build upon their earlier study of persuasion theory and case analysis when creating effective and emotionally moving summation arguments. Attendees will leave with a structure allowing for proper inferential arguments, the burden of proof and the identification of “the most appalling thing” approach to persuasion. After learning these techniques attendees will apply them to a real world scenario while receiving mentoring and coaching on their advocacy skills.

Group Wrap-Up Session
1630–1645

Review lessons learned and identify the next steps they should take on their own personal mastery of advocacy path

Note
Attendees at every Stetson Advocacy training event are given free access to Stetson’s Online Advocacy materials, to include the Online Advocacy Resource Center. They will also leave with materials designed to support their continued develop as persuasive, ethical and competent advocates on behalf of their clients.