

**Ty Hyderally, Esq.**  
**Hyderally & Associates, P.C.**  
**NY and NJ**

**(973) 509-8500**

[tyh@employmentlit.com](mailto:tyh@employmentlit.com)

[www.employmentlit.com](http://www.employmentlit.com)

**Speaking to Today’s Jury: Post-Pandemic Challenges and Strategies**

In the wake of the COVID-19 pandemic, the “typical” juror in 2025 looks and behaves differently from jurors of the past. Jurors today are more tech-savvy but less patient, often having shorter attention spans<sup>1</sup> and an increased reliance on visual information.<sup>2</sup> Many are used to remote meetings and on-demand information,<sup>3</sup> which means they struggle to sit through long periods of spoken testimony without electronic stimulation. In fact, studies show people now check their cell phones about 85 times per day, totaling over 5 hours of phone use daily.<sup>4</sup> Taking phones away doesn’t remove the distraction; it moves it inside.<sup>5</sup> Jurors often think about what they’re missing, which pulls focus from the testimony.<sup>6</sup> Removing these digital stimulants in a courtroom can feel like forcing an addict to go cold turkey.”<sup>7</sup>

At the same time, jurors have become more opinionated and wary. The “post-truth” climate<sup>8</sup> that emerged in 2016, compounded by COVID-19 controversies, has made jurors less

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<sup>1</sup> Gloria Mark, *Attention Span* (research summary: average on-screen focus is 47 seconds) (<https://gloriamark.com/attention-span/>).

<sup>2</sup> Richard E. Mayer, *Cognitive Theory of Multimedia Learning* (people learn more effectively from words and graphics than words alone) (<https://link.springer.com/article/10.1007/s10648-023-09842-1>).

<sup>3</sup> Pew Research Center, *How COVID-19 changed U.S. workplaces* (Feb. 12, 2025) (32–35% of telework-capable workers still WFH full-time in 2024–25) (<https://www.pewresearch.org/politics/2025/02/12/how-covid-19-changed-u-s-workplaces/>).

<sup>4</sup> Andrews et al., *PLOS ONE* (2015) (<https://journals.plos.org/plosone/article?id=10.1371%2Fjournal.pone.0139004&utm>).

<sup>5</sup> Nancy A. Cheever et al., *Out of sight is not out of mind: The impact of restricting wireless mobile device use on anxiety levels among low, moderate and high users*, 37 *Computers in Human Behavior* 290 (2014).

<sup>6</sup> Russell B. Clayton, Glenn Leshner & Anthony Almond, *The Extended iSelf: The Impact of iPhone Separation on Cognition, Emotion, and Physiology*, 20 *J. Computer-Mediated Commc’n* 119 (2015).

(<https://academic.oup.com/jcmc/article/20/2/119/4067530>); Thomas A. Eide et al., *Smartphone Restriction and Its Effect on Subjective Withdrawal-Related Scores*, *Frontiers in Psychology* (2018).

<sup>7</sup> <https://civiljuryproject.law.nyu.edu/2918-2>

<sup>8</sup> Oxford Languages, *Word of the Year 2016: post-truth*. (<https://languages.oup.com/word-of-the-year/2016/>).

trusting of information.<sup>9</sup> Jurors in 2025 often hold strong personal convictions and are often less willing to defer to authority. Some have a deep skepticism toward corporate or government statements<sup>10</sup>, preferring to “trust their gut” or personal beliefs over expert evidence.<sup>11</sup> It is not uncommon to get a juror who disregards exculpatory evidence and scientific data if it conflicts with their feelings or worldviews.<sup>12</sup> Today’s juries skew more polarized, with some jurors quick to infer cover-ups and others holding companies to unrealistically risk-free safety standards.<sup>13</sup> Both types can pose challenges, especially in cases involving employers or large organizations.

## 1. Short Attention Spans and the Need for Engagement

Today’s jurors have a diminished attention span in a traditional courtroom setting. After years of scrolling on social media and multitasking, jurors are not able to focus on long, linear presentations.<sup>14</sup> Research indicates that people check their phones every 5 minutes on average,<sup>15</sup> so forcing them to sit device-free for hours is unnatural. Studies of young adults deprived of electronics found anxiety, craving, and withdrawal-like reactions, and even measurable drops in performance when separated from their phones.<sup>16</sup>

Beyond devices, the modern environment has conditioned people to consume information in rapid, bite-sized bursts. Notifications and short-form content arrive frequently and at irregular times, driving repeated checking.<sup>17</sup> Contrast this with the courtroom, where information comes in a continuous, linear stream, mostly by spoken word; this shift strains attention. In daily life, interruptions and multitasking are normal, whereas trials require a singular focus. And once someone is interrupted, Neuroscience tells us it can take up to 25 minutes to fully refocus.<sup>18</sup> Jurors

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<sup>9</sup> Gallup, *Trust in Media at New Low of 28%* (Oct. 2025); Pew Research Center, *Public Trust in Government: 1958–2024* (22% trust); Edelman, *2024 Trust Barometer* (decline of authority).

<sup>10</sup> Edelman, *2024 Trust Barometer* (decline of authority).  
([https://www.edelman.com/sites/g/files/aatuss191/files/2024-05/2024%20Edelman%20Trust%20Barometer\\_U.S.%20Report.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2024-05/2024%20Edelman%20Trust%20Barometer_U.S.%20Report.pdf))

<sup>11</sup> Edelman, *2024 Trust Barometer* (decline of authority).  
([https://www.edelman.com/sites/g/files/aatuss191/files/2024-05/2024%20Edelman%20Trust%20Barometer\\_U.S.%20Report.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2024-05/2024%20Edelman%20Trust%20Barometer_U.S.%20Report.pdf))

<sup>12</sup> Curley et al., *Sources of bias in juror decision making* (<https://pmc.ncbi.nlm.nih.gov/articles/PMC9198394>).

<sup>13</sup> DOAR (2025) study on political affiliation & juror views (<https://www.doar.com/doar-study-shows-the-increased-impact-political-affiliation-has-on-jurors-in-white-collar-criminal-matters/>); Gallup, *Trust in Media at New Low of 28%* (Oct. 2025) (<https://news.gallup.com/poll/695762/trust-media-new-low.aspx>)

<sup>14</sup> <https://www.informatics.uci.edu/regaining-focus-in-a-world-of-digital-distractions/>

<sup>15</sup> <https://www.lse.ac.uk/news/latest-news-from-lse/l-december/we-engage-with-our-phones-every-five-minutes-new-study-shows>

<sup>16</sup> <https://psycnet.apa.org/record/2015-43333-002>;  
[researchgate.net/publication/262921608\\_Out\\_of\\_sight\\_is\\_not\\_out\\_of\\_mind\\_The\\_impact\\_of\\_restricting\\_wireless\\_mobile\\_device\\_use\\_on\\_anxiety\\_levels\\_among\\_low\\_moderate\\_and\\_high\\_users](https://researchgate.net/publication/262921608_Out_of_sight_is_not_out_of_mind_The_impact_of_restricting_wireless_mobile_device_use_on_anxiety_levels_among_low_moderate_and_high_users)

<sup>17</sup> <https://pielot.org/pubs/Pielot2014-MobileHCI-Notifications.pdf>; <https://www.lse.ac.uk/news/latest-news-from-lse/l-december/we-engage-with-our-phones-every-five-minutes-new-study-shows>

<sup>18</sup> <https://www.informatics.uci.edu/regaining-focus-in-a-world-of-digital-distractions/>

who are used to constant pings and attention shifts may find it hard to follow hours of testimony without losing track.

Furthermore, post-pandemic jurors appear to have less tolerance for having their time wasted.<sup>19</sup> Many spent lockdown consuming content on their own schedule; now they have little patience for slow or inefficient in-person processes. Jurors expect proceedings to be streamlined and value their time. Boredom or unnecessary delay can turn jurors off, and a disengaged juror is less likely to retain important case facts.<sup>20</sup>

To combat short attention spans, trial advocates must actively engage jurors at every stage of trial. Here are some effective tactics to keep jurors focused:

- **Keep Trials Moving and Avoid Downtime:** Jurors now expect trials to move quickly. Keep your presentation tight by being prepared, having exhibits and tech ready, and cutting repetition. Avoid long stretches of slow testimony or repeated questioning; when jurors feel their time is wasted, you lose them. The goal is a smooth, steady flow so jurors stay focused on the story, not the delays.<sup>21</sup>
- **Use Frequent Breaks (Mental and Physical):** Since Jurors' attention tends to decline after a short time, planned natural breaks are important.<sup>22</sup> Break direct exams into small pieces, pause after key points, and switch to a new exhibit or visual to reset attention. You should mix formats with testimony, documents, and short videos, so it doesn't feel repetitive. If a segment runs long, ask the judge for a brief break. This brief recess can recharge jurors' mental batteries. Think in "chapters" and deliver bite-sized memorable points so jurors can absorb one idea before moving to the next. This process aligns with how modern jurors process information. Try to get the judge to give the jury a 10 minute break before you begin your examination.
- **Make Voir Dire Engaging:** The effort to capture jurors' attention starts on day one. If your jurisdiction (like New Jersey federal courts) permits attorney-conducted voir dire or supplemental questions, use that opportunity to actively engage jurors. Skip legal jargon and long yes or no questions; they bore people. Ask open-ended questions that get jurors

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<sup>19</sup> Conf. of State Court Adm'rs, *Citizens on Call: Responding to the Needs of 21st Century Jurors* 9–12 (Dec. 2023), <https://www.ncsc.org/sites/default/files/media/document/COSCA-Citizens-on-Call.pdf> (noting jurors' top complaint is waiting; recommending continuation of pandemic-era practices to reduce wait times).

<sup>20</sup> Evan F. Risko et al., *Everyday Attention: Variation in Mind Wandering and Memory in a Lecture*, 26 *Applied Cognitive Psych.* 234 (2012), <https://onlinelibrary.wiley.com/doi/10.1002/acp.1814>

<sup>21</sup> Paula Hannaford-Agor & G. Thomas Munsterman, *How Many Jurors Are Really Needed?* Nat'l Ctr. for State Courts 1 (2008) ("The single biggest complaint ... is the seemingly interminable waiting."). <https://ncsc.contentdm.oclc.org/digital/api/collection/juries/id/237/download>

<sup>22</sup> Atsunori Ariga & Alejandro Lleras, *Brief and Rare Mental "Breaks" Keep You Focused: Deactivation and Reactivation of Task Goals Preempt Vigilance Decrements*, 118 *Cognition* 439, 439–45 (2011) (experimental evidence that brief goal-switch breaks prevent the vigilance decrement). [https://content.lesaffaires.com/LAF/lacom/mental\\_breaks.pdf](https://content.lesaffaires.com/LAF/lacom/mental_breaks.pdf)

talking, invite others to react, and switch up who you call on so it doesn't feel scripted. Encourage a discussion among the jurors. For example, if one juror gives an interesting response about their attitudes, politely ask if others feel the same. Also, watch for people who clearly don't want to be there or won't listen. If someone is impatient, annoyed, or disengaged, seek a for-cause or peremptory strike. Jurors who don't want to be there can compromise your case if left on the panel. It is better to excuse a poor fit early than let one unhappy juror disrupt the trial.

## 2. **Embracing Technology and Visual Storytelling**

Today's jurors live on screens.<sup>23</sup> They scroll, watch, and learn with videos and graphics every day. So they expect visual information in court and remember it better. Decades of research confirm that people remember much more of what they see and hear, compared to hearing alone. For instance, experimental studies have found jurors retain 65–80% of information delivered visually, but as little as 10–15% of information delivered only through words. One well-known study showed that after three days, jurors remembered only 10% of a purely oral message, versus 65% of the same message when there were visuals. In other words, a picture is truly worth a thousand words in the courtroom. As Judge Mark Drummond puts it, "*Great trial lawyers show their cases to their juries,*" they don't rely on verbal explanation alone.

That means visuals are no longer optional; it's essential for speaking to today's jury.<sup>24</sup> Use slides, timelines, charts, photos, and short clips to make key points fast and clear. Visuals tend to be more convincing because they match how people take in information outside of the courtroom. Experiments by the University of Minnesota found slides or graphics can make a presentation 43% more persuasive than an all-text argument.

Here are some best practices litigators can use to integrate technology and visuals effectively:

- **Use visuals to make complex points easy:** If your case involves timelines, technical processes, or a lot of data, don't just tell, show. For timelines, put the dates on a slide so jurors can see the sequence so that they don't need to mentally juggle dates. If there is an important location or scene, show a photo or diagram so the witness gets a better understanding of what is going on instead of merely describing it. For example, if a witness describes an email chain, project the emails as they talk. If an expert explains statistics, put up a simple chart. Jurors will connect the spoken testimony to the visual timeline, helping

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<sup>23</sup> Pew Research Ctr., *Mobile Fact Sheet* (Nov. 13, 2024), <https://www.pewresearch.org/internet/fact-sheet/mobile/> (reporting 91% of U.S. adults own a smartphone).

<sup>24</sup> Fed. Judicial Ctr. & Nat'l Inst. for Trial Advocacy, *Effective Use of Courtroom Technology: A Judge's Guide to Pretrial & Trial* 10–12 (2001), <https://public.resource.org/scribd/8763731.pdf> (reporting judicial experience that technology can aid comprehension and save time).

them remember. Even a short slide with a few key points beside your argument will keep them engaged.

- **Use visuals in your openings and closings:** Start strong by giving jurors a visual roadmap of the case in your opening statement. This might be a theme graphic or a timeline highlighting critical events. Because jurors are likely anxious at the outset, an engaging visual opening can hook their attention early. Always keep your slides clean and focused so that the visuals simplify your point to the jury rather than overwhelm them.
- **Use Multimedia and Animations Judiciously:** Today’s jurors appreciate technology, but they can also sniff out technology used for gimmick’s sake. Use dynamic media when it truly aids in understanding. Short video clips, animations, or demonstrative recreations can be powerful if the case warrants it, but keep them concise. Because of short attention spans, a two-minute impactful video is far better than a 15-minute verbose one.<sup>25</sup> The goal of tech is not to dazzle, but to clarify and emphasize your story points. Well-designed visuals make a case easy to follow and hard to forget.

### 3. Effective Narrative: Storytelling in “Chunks”

While technology and visuals are crucial, content still matters. Modern jurors need a coherent, relatable narrative, delivered in clear, bite-sized pieces, to stay engaged. In a world of endless information, people gravitate toward stories that make sense and resonate. Thus, trial advocates must be good storytellers, crafting a case narrative that connects with jurors’ values and keeps their attention from start to finish.

Here are strategies for effective storytelling tailored to today’s juror:

- **Develop a Strong, Simple Theme:** In a complex trial (for example, an employment discrimination case with conflicting evidence), jurors can easily get lost in the facts. Research and practice show that the most effective trial themes are simple, memorable, and tap into core values of the jurors. Say your theme early and repeat it. For instance, a classic plaintiff theme in employment cases is *“No one is above the law, even the boss must follow the rules,”* or *“Respect in the workplace is a right, not a privilege.”* This gives jurors a framework to organize the facts. It is important to consider the audience and learn if your theme resonates with the jury. In an employment trial, if you sense jurors are anti-corporate, a plaintiff might double down on a *“people over profits”* theme, whereas a corporate

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<sup>25</sup> Philip J. Guo, Juho Kim & Rob Rubin, *How Video Production Affects Student Engagement: An Empirical Study of MOOC Videos*, Proc. ACM Conf. on Learning at Scale (2014), <https://dl.acm.org/doi/10.1145/2556325.2566239> (short, focused videos drive higher engagement)

defendant might highlight “*we treat our employees like family.*” The bottom line is know your jurors’ values through voir dire or community research and tailor your story accordingly. A theme that jurors feel is truthful or important will hold their attention far better than a dry legal theory.

- **Organize the Case as a Story:** People follow stories better. Set the scene, show the conflict, and explain the resolution. Rather than present evidence in a disconnected sequence, chronology and causation should be emphasized. Especially for jurors who might not be paying close attention 100% of the time, a strong narrative helps them catch back up if they mentally drift for a moment. Use simple signposts (“Part 2: The Investigation”) on slides and in your wording. Start and finish each witness strong. You shouldn’t hide key points in the middle of a long exam. Attention is highest at the beginning and end of a presentation. Don’t bury crucial points in the middle of a long monotone examination; instead, lead with something interesting about the witness and conclude their testimony by reinforcing how it helps the story.
- **Use “Chunking” and Recap Key Points:** As noted earlier, chunking information is critical. This applies not just to oral delivery but also to how you structure content across the trial. Break the case into short, clear “chapters,” and after each phase, give a quick recap of the key points. For an employment-retaliation case, you might frame it as:

*Chapter 1 - Jane’s strong 10-year record; Chapter 2 - The harassment; Chapter 3 - Retaliation and firing; Chapter 4 - Aftermath.*

Use these on slides and in closing so jurors follow the story like episodes, not a jumble of testimony.

By crafting a narrative that is structured, value-driven, and delivered in digestible chunks, you give jurors a storyline to invest in. The combination of visual aids and compelling storytelling is powerful. Jurors will understand and remember your case better, which is half the battle in persuasion.

#### **4. Modern Juror Attitudes: Bias, Polarization, and Voir Dire Adjustments**

Understanding and speaking to today’s jury also requires adjusting to modern attitudes and biases that jurors bring with them. As discussed, jury pools now contain some highly polarized worldviews. While each case is unique, it’s important to assume you may have jurors who are skeptical of institutions, influenced by conspiracy theories, or, conversely, jurors who have very high expectations of corporate responsibility (“safetyists”).

To speak effectively to the 21st-century mindset, consider the following in jury selection and case presentation:

- **Use voir dire to spot strong, fixed biases early:** It is more important than ever to use voir dire (and juror questionnaires, if available) to identify jurors on the ideological extremes who might judge the case on extra-legal factors. For example, questions like: “*Do you think the government or media often hides the truth?*” or “*How much do you trust agencies like the EEOC or OSHA?*” Can flag conspiracy-minded views that distrust authority. Similarly, asking “*Should a company be responsible for any harm an employee suffers, even if it wasn’t preventable?*” might show who has an extreme safetyist view. In employment cases, try: “*Do you believe most whistleblowers are telling the truth?*” or “*Do you think many discrimination claims are just excuses for poor performance?*” These can uncover biases for or against plaintiffs. If a juror shows a strong, unbending view, such as “*lawsuits are out of control*” or “*big companies always mistreat people,*” don’t plan to convert them at trial. It’s usually better to seek a cause challenge or use a strike. New Jersey has even updated its jury selection procedures to assist in this regard, for instance, as of 2022, NJ judges show an implicit bias video to all jurors and ask specific questions about whether they can set aside biases.
- **Address Biases in Your Case Presentation:** Speak to the biases you spotted in voir dire as you present the case. If some jurors seem skeptical of a situation, address it up front. For example, in a harassment case: “*Some people ask why victims don’t report right away. You’ll hear why Ms. Smith waited. Please consider her situation before judging.*” That shows you understand their concern and invites empathy. Find common ground first, then explain your facts. If jurors feel you “get” their perspective, they are more likely to trust you.
- **Connect Evidence to Jurors’ Experiences:** Modern jurors often judge facts through their personal experience and common sense. Use this to your advantage. If you represent an employee, have them describe real impacts like losing a job, bills piling up, or stress at home. Jurors who have faced job loss or know someone who has will connect. If you represent a company, have witnesses humanize the employer. For example, an HR manager explaining tough calls and how they aim to be fair. Additionally, be aware of generational differences. For example, younger jurors might be more attuned to issues of diversity, mental health, and work-life balance, so arguments about toxic culture or outdated norms can resonate. Older jurors may respond to themes of loyalty, personal responsibility, and a long record of fair dealing. Try to include elements that speak to both by emphasizing how your position aligns with basic fairness (for younger ideals) and follows the rules of personal responsibility (for older ideals).

- **Educate Without Condescending:** If jurors are distrustful of “experts” or official narratives, you may need to work harder to persuade them of technical points. Present expert testimony in a teaching tone, not a “trust this person because they have a PhD” tone. Have experts demonstrate how they reached conclusions, step by step, and acknowledge what they don’t know or limitations, which actually builds credibility with skeptics. Invite jurors to think critically. For example, say: “*You will hear two different expert interpretations. We encourage you to look at what makes more sense given the data.*” When jurors feel you trust their judgment, they are more likely to reciprocate trust in your presentation. When you respect their judgment and say, “*see for yourself,*” you lower defenses and turn skepticism into shared, honest fact-finding.

Overall, appreciating modern jurors’ mindsets and biases allows you to tailor your approach so that you’re not inadvertently pushing the wrong buttons. The goal is a jury that may have diverse views but feels united in reaching a just verdict based on the evidence, not on preconceived notions.

## 5. Special Considerations for Employment Law Cases

The context of employment law deserves particular mention. Employment trials, whether discrimination, harassment, retaliation, or wrongful termination, often hinge on jurors’ perceptions of fairness, credibility, and company culture. These cases can be emotionally charged and touch on social issues. Speaking to a 2025 jury in an employment case means combining all the general techniques above with a sensitivity to how jurors view workplaces and conflicts today.

Some points to focus on:

- **Juror Biases in Employment Cases:** Jurors bring their own work lives into the jury room. Younger jurors might readily believe a claim of a toxic boss or discriminatory policy. Older jurors might be sympathetic to an employee who gave years to a company only to be discarded. However, some jurors might also have skepticism, e.g., a sense that “everyone is offended these days” or that lawsuits are too common. If you anticipate cynicism, emphasize hard evidence showing the wrongdoing, not just the plaintiff’s subjective feelings, to persuade the skeptics. Conversely, if you represent the employer, expect some jurors to distrust big companies (and note that New Jersey’s LAD is employee-friendly). To connect with them, humanize the company, and show the company’s good track record or policies. Emphasize any diversity or inclusion efforts the company undertakes; jurors who value those will note it. Also, if some jurors might be envious or resentful toward big damages, the defense can subtly tap into that by questioning the plaintiff’s motives without overt character attacks. Stay civil and empathetic while highlighting facts that suggest exaggeration or real performance issues.

- **Use of Technology for Employment Evidence:** Employment cases often involve documents and communications. These are perfect for a visual presentation. Jurors in 2025 expect to see that smoking-gun email or the offensive text message. In New Jersey and federal courts, virtually all evidence is electronic anyway; build a simple email timeline or a short montage of texts so jurors can see the story unfold. Seeing the actual words builds trust. Additionally, consider demonstratives like organizational charts to show power dynamics (who had authority over whom), or comparative charts. In a discrimination case, workforce statistics could be important; don't just read them, graph them. A visual that shows, for example, no promotions for workers over 60 in ten years, or that only one group was disciplined, hit home quickly. Video depositions also work well. A short, well-edited clip beats a read-aloud transcript, keeps attention, shows the witness's demeanor, and lets you pause to highlight a key admission.
- **Demonstrative “Day in the Life” or Role-Play:** To help jurors really understand the human aspect, employment lawyers sometimes use mini-demonstrations. In a disability-accommodation case, show the device or setup that the worker asked for to show how reasonable it was. In a wrongful-termination case, walk jurors step by step through the process. For example, showing the termination letter, exit paperwork, or unemployment forms, so the jury sees what the person went through. For the defense, use a clean timeline of the company's investigation, who was interviewed, when, and what actions followed to show diligence. These kinds of visual storytelling techniques help overcome any juror's tendency to minimize someone else's experience. If objections arise, stay civil, resolve them outside the jury's presence, and adjust as needed.
- **Legal Instructions and Burdens:** Employment cases often involve nuanced legal standards (e.g., what legally constitutes a “hostile work environment” or the burden-shifting framework in discrimination), and many jurors may think “unfair” automatically means “illegal.” Use visuals and plain language to teach the law. Use a simple slide with the elements of the claim and checkmarks where your proof fits. By integrating the legal framework into your narrative (without heavy jargon), you ensure jurors apply the proper law despite any preconceived notions. New Jersey's model jury instructions are already in plain language. You should consider paraphrase the key parts early so they don't hear them for the first time at the end. When the judge charges the jury, reinforce key points in closing by tying evidence to each element. Modern jurors appreciate when you connect the dots.
- **Localizing the Narrative:** Try to reference local context where appropriate. For example, “*Here in New Jersey, we have strong laws protecting employees, for good reason,*” if you're a plaintiff, or “*In our community, we value hard work and fairness*” as a shared value. Jurors like to feel that the case is grounded in their world. Just be careful not to invoke anything too specific that could trigger divisiveness. But saying something like how

the pandemic affected employment in your area could be relatable. Grounding the case in jurors' everyday world builds connection without stirring division.

By applying the general tactics of engagement, visual presentation, narrative, and civility with an eye to the unique facets of employment disputes, you increase your chances of winning the jury's trust in such cases. Employment jurors often have strong feelings about right and wrong in the workplace; your job is to speak to those feelings in a credible way, guiding them to see your client's story as the one that aligns with justice.

### **Conclusion: Connecting with the Modern Jury**

The jury trial landscape has evolved significantly in the post-pandemic world. While technology and societal shifts have introduced new challenges to holding jurors' attention, they also open doors for better advocacy. Today's jurors want more engagement, clearer stories, and respect for their time. They are not "unreachable." When we meet them where they are, they listen, learn, and work hard to reach a fair result. Speaking to today's jury means using visuals and tech, keeping a good pace, and making the story easy to follow. It means tying the evidence to jurors' values, naming biases, and keeping a civil tone. Jurors decide based on what they understand and remember, so our job is to make the case understandable and memorable. Those who can do this will find that jurors are not in fact "unreachable"; on the contrary, when approached on the right wavelength, jurors are highly capable of absorbing information and working hard to deliver justice. Our task is to give them the tools and presentations they need to "get it right" in an era of short attention spans and divided opinions.

To recap, speaking to today's jury means using technology and visuals to cater to their learning styles; structuring trials in concise, visual, and interactive ways to overcome distraction; crafting narratives that align with their values yet challenge them to question biases; and demonstrating professionalism and civility. By doing so, we not only respect the new profile of jurors, we also improve our chances of persuasion. Juries can only decide based on what they understand and remember, so making our cases understandable and memorable is more critical than ever.

Lastly, remember that jurors are people, people living in a fast-paced, info-saturated, post-pandemic reality. As you plan your next trial, put yourself in the shoes of a modern juror: "*Would I be bored by this? Would I understand that chart? Would I resent that tone? Would I trust this presenter?*" Let the answers guide you. If we show jurors that we value their time, understand their needs, and trust their judgment, they are more likely to value what we say, understand our case, and trust our client's story. In the end, speaking to today's jury is about meeting jurors where they are and guiding them, respectfully and compellingly, to see the truth of our case. That is the path to success in the courtroom of 2025.

**Ty Hyderally, Esq.  
Hyderally & Associates, P.C.  
33 Plymouth Street, Suite 202  
Montclair, NJ 07042**

**and**

**530 West 30<sup>th</sup> Street  
New York, NY 10001**

**(973) 509-8500**

**[tyh@employmentlit.com](mailto:tyh@employmentlit.com)**

**[www.employmentlit.com](http://www.employmentlit.com)**