

INTRODUCTION

- Modern jurors in 2025 are –
 - More tech-savvy
 - Less patient
 - Opinionated
- Post-pandemic shifts:
 - Shorter attention spans
 - Visual learning preferences
- Successful advocacy requires adapting presentation, technology, and storytelling.

THE POST-PANDEMIC JUROR PROFILE

- Constant device use:
 - 85 phone checks/day, over 5 hours of screen time
- Preference for visual and on-demand content
- Declining trust in authority and institutions
- Polarization and reliance on personal beliefs over evidence

CHALLENGE 1: SHORT ATTENTION SPANS

- Jurors expect efficiency and engagement
- Digital habits shorten focus windows
- Long, linear presentations lose attention
- Keep trials dynamic and structured

STRATEGIES FOR ENGAGEMENT

- Keep trials moving: minimize downtime
- Use frequent breaks: 10 minute resets
- Chunk content: deliver in bite sized points
- Make voir dire engaging with open-ended questions

CHALLENGE 2: VISUAL & TECHNOLOGY EXPECTATIONS

- Jurors retain 65-80% of visual information vs. 10-15% of oral information
- Visuals increase persuasion by 43%
- Visual presentation is now essential

USING TECHNOLOGY EFFECTIVELY

- Combine visuals with testimony
- Opening: visual roadmap
- Multimedia: short, purposeful clips
- Goal: clarify, not dazzle

CHALLENGE 3: STORYTELLING IN “CHUNKS”

- Jurors remember narratives, not isolated facts
- Use strong, simple themes
- Example: “Respect in the workplace is a right, not a privilege.”

CHUNKED STORYTELLING FRAMEWORK

- Organize trial like chapters in a novel:
 - 1. Tenure & performance
 - 2. Harassment
 - 3. Retaliation & firing
 - 4. Aftermath
- Recap at end of each section
- Reinforce at opening and closing

CHALLENGE 4: BIAS & POLARIZATION

- Jurors distrust authority and experts
- Conspiracy-minded or “safetyist” views common
- Voir dire must uncover strong ideological biases

ADDRESSING BIAS IN TRIAL

- Identify fixed beliefs early
- Address skepticism directly and respectfully
- Build trust by acknowledging perspectives
- Experts should teach, not preach

CHALLENGE 5: EMPLOYMENT CASE SPECIFICS

- Jurors bring personal work experiences with them to the jury box
 - Younger: equity and toxic culture themes
 - Older: loyalty, fairness, and rules
- Employment cases mix credibility and emotion

EMPLOYMENT CASE TACTICS

- Use emails/texts for visual impact
- Demonstratives: organization charts, statistics, timelines
- Short video clips > transcripts
- Explain legal standards visually and simply

LOCALIZING AND HUMANIZING

- Reference local values
- Emphasize fairness, diligence, inclusion
- Civility and empathy build credibility

CONCLUSION: CONNECTING WITH TODAY'S JURY

- Jurors want engagement, clarity, and respect
- Success requires:
 - Respecting time
 - Using visuals and pacing
 - Clear, value-based storytelling
 - Addressing biases
 - Staying civil and credible

FINAL TAKEAWAYS

- Meet jurors where they are:
 - Visual
 - Fast-paced
 - Skeptical
- Make the case understandable and memorable
- Trust jurors' intelligence and perspective
- Goal: **Help them see your client's story as fair and truthful.**