

THE ART OF THE COURTROOM

Re-examine your personal approach to trial and to consider a dynamic and ethical model that has proven effective in Bill Barton's remarkable career.

Barton has achieved groundbreaking successes in the law:

The first to take a suit against the Boy Scouts to court - \$2,300,000 jury award

The first to sue the Vatican (Holy See) for clergy sexual abuse – The Portland Archdiocese went into bankruptcy to avoid Bill's pending suit

But his lasting impact for his clients – and his value to you - is evidenced by the more than 500 jury trials he has argued to verdict.

Barton offers a revolutionary approach to the art of the courtroom. His Integrated Advocacy Model (IA) will help you to become a more persuasive trial lawyer, make the process easier, the results faster and the outcomes better. Fully honoring the constraints of judges and jurors, Barton's natural, efficient, non-combative advocacy produces positive, winning results!

Bill does not rely on “canned” content. He gauges the needs and desires of each audience, then taps a wealth of knowledge and delivers a unique presentation combining substantive trial techniques and proactive ethical guidance into a truly revolutionary approach to the preparation for — and conduct of — a 21st century trial .

Program Highlights

- A thoughtful, refreshing program packed with practical information and large ideas.
- Real-world strategies for success, not PowerPoint digressions or distractions.
- Honest conversation that will lead you to reconsider and refine your personal approach to trial advocacy.
- Learn how to “weaponize” professionalism
- Nobody wants to be a “loser,” so let's talk about our fear of losing

6

Hours
Including
1 ethics

Bill Barton

Bill Barton is, by anyone's description, one of the best trial lawyers in the country. He began his significant mark on the legal landscape by bringing one of the first suits against the Boy Scouts of America — a landmark case that helped to break open the field of psychological injury. He went on to become the first attorney to sue the Vatican for sexual abuse by the clergy. Then he authored **Recovering for Psychological Injuries**, 3rd Ed., sharing his knowledge and experience to the benefit of countless lawyers and their clients. He has practiced law for 47 years, continuing to try difficult and challenging cases, while remaining active in the professional community, writing, and teaching.



Founder of The Barton Law Firm in Newport, Oregon.

- ◆ listed in *The Best Lawyers in America* in four categories.
- ◆ a fellow of the American College of Trial Lawyers.
- ◆ a past governor of the Association of Trial Lawyers of America
- ◆ a past president of both the Oregon Trial Lawyers and the Western Trial Lawyers and
- ◆ a fellow in the International Society of Barristers and the International Academy of Trial Lawyers.

Barton has entertained, educated and inspired CLE audiences over 500 times in 35 states and six countries.



The Professional
Education Group

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Program Agenda & Detail (6 hours, including 1 ethics)

90 Minutes

"Being" a Trial Lawyer

- How the adversary model encourages self-destructive behavior
- What you want is to be effective
- The dyslexic "ACE"
- Trial skills are overrated — Decency and caring are underrated

How to develop your theme — creative moralizing

- The many variations of $\$ = (A-C)B$
- Counter-intuitive techniques
- This formula applies to many "smaller" cases
- How we reinforce the negative stereotype of trial lawyers
- Learn what and how, but most important, why...

Characteristics of Integrated Advocacy (a.k.a. IA)

- Trials are a referendum of the client and lawyers' citizenship
- IA is a methodology of litigation that applies generally
- Emphasize process, not results and produce better results.
- Practical and pragmatic, saturated with philosophy
- Preemption is enlightened self-interest

15 Minute Break

90 Minutes

Recognizing our aggression and tempering its expression

- Letting the judge and jurors do their jobs
- Learn to be bilingual
- Two words... "Courtroom Drama"

Dealing with your fears and losing

- What's got you scared?
- The two vectors: effort and results
- Our counterproductive emphasis on winning
- Learning how to lose for the "right reasons"

Lunch

90 Minutes

Integrated Advocacy Before Trial

- You will get to try more cases
- You will get better results
- Your trials will be shorter
- Your opponents will trust you
- Judges will like you
- Your clients: protect vs. prepare
- The two-sided investigation
- Integrated Advocacy in discovery

Employing Integrated Advocacy at Trial

- Jury selection and the four types of questions
- How your emotions and reactions empower an opponent
- Seizing and keeping the high moral ground
- Applying IA in jury selection & opening statement
- Earning the "long half" of discretionary judicial rulings

15 Minute Break

90 Minutes

What Jurors Think About the Way You Handle Witnesses

- Learning to disappear on direct
- Know your judge
- The qualities of an effective direct
- Five kinds of cross-examination
- Cross examining in the correct order

Mediation approaches and techniques

Adjourn

Your peers come back again and again to see Bill Barton

"This was the first CLE in which I felt to be in the presence of a true master. I left this seminar entirely refreshed and refocused. Thank you!"

"A novel, unorthodox approach to litigation... contrarian, counterintuitive."

"Mr. Barton was fantastic! Top notch!"

"He was prepared, intense and conscientious. Good job."

"Outstanding. Profound ideas and outstanding communicator."

"Very intuitive. New, different, insightful."

"Educational, entertaining, informative. More than a 'war story' speaker. Best seminar in years."

