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## Featured Article 1

### Persuasion Strategies Visual Persuasion Study

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Introduction by Katherine James:

*How many times has an attorney asked me, "What graphics do you think we should use in this case? I know - what does the latest research show on the use of graphics? We can make a decision based on that, right?"*

*Of course there are studies that have been done for individual cases, but a big study comparing the visuals that most attorneys use hasn't been done. That is, until now. The nationally recognized litigation consulting firm Presentation Strategies has now completed a study addressing just that issue. And, Dr. Ken Broda-Bahm has agreed to share his five-part series with our newsletter readers and to allow us to put the study in our Knowledge Tank.*

*I know that you are going to want to return to this study again and again as you prepare your cases now and in the future. I also highly recommend that*

*you get yourself on the list to receive Ken's insightful blog, **Litigation PostScript**. The blog is one of **The American Society of Trial Consultant blogs** (along with our own **LegalStage**) found on **RedWell**.*

*Presentation Strategies is a nationally recognized full service litigation consulting firm that comes out of Denver. I have had the privilege of working with their members as a part of **The American Society Of Trial Consultants** over the years. They are, quite simply, one of the best.*

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## Show, Don't Just Tell: Part 1, Continuity

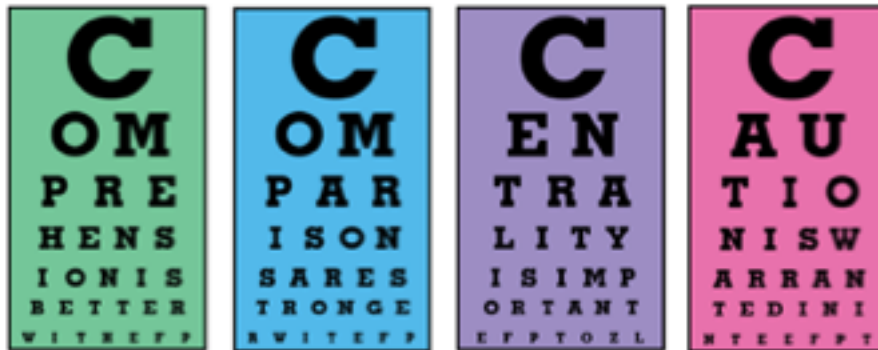


We all remember "show and tell," and at least back then we understood intuitively that if we tried to just tell, without showing, we couldn't expect much attention from the class. The same applies in litigation, and in a way you might not expect.

This post is the first in a five-part series, reporting for the first time on the results of our own large scale (1,375 mock jurors) original research study focusing on the effectiveness of visual persuasion in a litigation context.

These results have not been published anywhere, until now. The conclusions I'll be sharing in the next five posts do not focus on the obvious point that it is helpful to use graphics when talking to juries (we all pretty much knew that already). Instead, my focus is on the best ways to use graphics, contrasting five different approaches, as well as on the specific effects that these approaches have on comprehension and the credibility assigned to different arguments.

To continue reading Part 1  
and learn more about...



Show, Don't Just Tell: Part 2, Comprehension  
Show, Don't Just Tell: Part 3, Comparison  
Show, Don't Just Tell: Part 4, Centrality  
Show, Don't Just Tell: Part 5, Caution

You may access each topic of this  
[5-part article in our Knowledge Tank](#)

*[Dr. Ken Broda-Bahm](#) Ken Broda-Bahm has been an active litigation consultant for the past 15 years and is a past-President of the American Society of Trial Consultants. With a doctorate in speech communication emphasizing the areas of rhetoric and legal communication, he has provided research and advice on a variety of plaintiff and defense cases relating to personal injury, malpractice, natural resources, contracts, employment, criminal and product liability, and capital defense. He is experienced in assisting jury selection, preparing witnesses, designing and evaluating mock trial and focus group research as well as in evaluating the results of venire surveys and conducting post-trial juror interviews. Dr. Broda-Bahm has designed and led seminars on communication, argument, and persuasive strategy across the United States as well as in 18 other countries.*

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