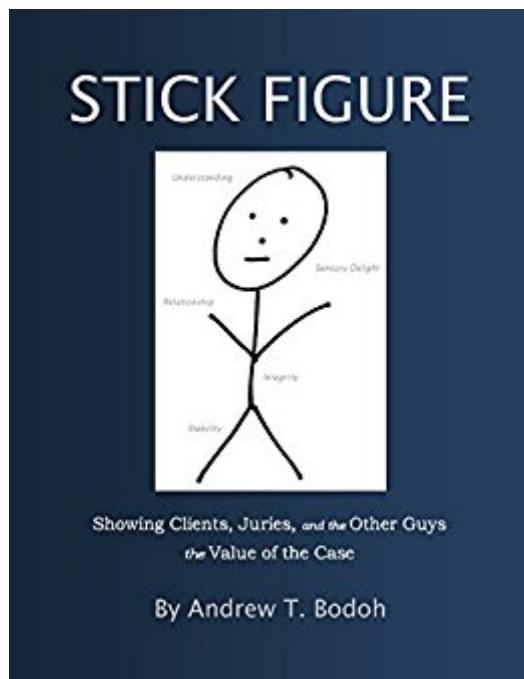


The book was found

Stick Figure: Showing Clients, Juries, And The Other Guys The Value Of The Case



Synopsis

What does it take to win a large verdict for a client? Stick Figure offers a new approach to effective communications in civil litigation. It proposes a method for extracting and communicating the emotions attached to negative human experiences. Through an exploration of human desires, this method helps inspire in the audience an accurate and thorough understanding of the client's injuries, so as to increase the value of the case. Readers call Stick Figure "insightful" and "down to earth" "a clear framework for opening judges and juries to empathy." Stick Figure brings complex legal and psychological issues down to simple examples that everyone can instantly relate to. This book is a must read for any young attorney looking to make a successful entrance into the world of civil litigation. • Designed to be read in about two hours, Stick Figure can be shared among attorneys and their clients alike.

Book Information

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Customer Reviews

Although I am an attorney, I am not a civil litigator. Nevertheless, I found this book and the tips it contains informative and instructive for my own practice in immigration law. The principles apply across the various fields of law. Mr. Bodoh takes a simple concept (the stick figure) and builds an easy to understand instruction manual for presenting a compelling case. Even where your audience

is not a jury, the methods laid out in this book are useful for the effective communication of experiences and desires. The text is concise, the tone pleasant and not pedantic, and the reading time short. Recommended read for every new lawyer!

While I am the brother of the author, and may be biased, I found the book, "Stick Figure" to be helpful and compelling. While it is written for the legal community, the book provides an easy to consider approach to translating feelings into value for anyone who is interested. As a consultant who helps companies evoke excellent customer experiences, I found that the book has given me a structured way of thinking about the value of feelings and the cost of poor experiences. It's easier for me to help clients understand the cost or the value of the impact they're having on their customers.

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