

## MEET YOUR PRESENTER

### Larry Pozner



Larry Pozner literally wrote the book on cross-examination, and that book revolutionized how trial lawyers use and conduct their cross-examinations. **For more than 30 years, Pozner has been recognized as America's authority on the science of cross-examination.** His book *Cross-Examination: Science and Techniques* (Lexis, co-authored with Roger Dodd) is now in its 3rd edition. It's America's bestselling book on cross...ever. Larry also teaches cross-examination and trial tactics across America and Canada and he is a nationally recognized legal commentator.

**Mastering the science of cross-examination is essential for the skilled litigator.** In this seminar, Pozner teaches the key elements of effective cross, including how to:

- Dominate the trial factually with substance
- Train witnesses
- Shape jurors' perceptions
- Put facts in the best context
- Derail the opposition
- And ultimately win cases!

**Learn Pozner's technique called "The Chapter Method of Cross-Examination" just once, and you can use it with spectacular results for the rest of your career!**

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# POZNER ON CROSS: How to Win Trials with Powerful Cross-Examinations

*Advanced Techniques  
Using the Chapter Method®*

**Cross-examination  
is the single most  
important element  
of a well-conducted  
trial.**

### Featuring Larry Pozner

*America's authority  
on the science of  
cross-examination*



### What others have said about this seminar and The Chapter Method of Cross-Examination®

*Greatest seminar I have ever been to. Just wonderful—gives me a renewed sense of purpose.*

*Speaker was excellent. Presentation was interesting and very useful. Bring him back!*

*Excellent speaker; applicable principles; extremely engaging!*

*Excellent job! Very dynamic, holds interest and provides great info.*

## POZNER ON CROSS: How to Win Trials with Powerful Cross-Examinations

Attend In Person  
Friday, April 14, 2023

Friday, April 14, 2023 – Attend In Person  
Minnesota CLE Conference Center, Minneapolis

Can't Attend In Person?

View the online replay Wednesday, May 10, 2023.



MINNESOTA CONTINUING LEGAL EDUCATION  
*Your Success Is Our Goal*

# SCHEDULE

8:30 – 9:00 a.m. CHECK-IN & CONTINENTAL BREAKFAST

9:00 – 9:05 a.m. WELCOME & ANNOUNCEMENTS

9:05 – 9:50 a.m.

## The Philosophy and Science of Modern Cross-Examination

- Teachings from behavioral economics
- How constructive cross-examination differs from destructive cross-examination
- The efficiency of cross-centered preparation

9:50 – 10:35 a.m.

## How to Use the Chapter Method to Tell Your Cross-Examination Story

- How a small change in prep equals a giant change in results
- The science of chunking information
- Why the brain learns from stories
- How long stories are broken down into a series of short stories

10:35 – 10:50 a.m. QUESTIONS & ANSWERS

10:50 – 11:00 a.m. BREAK

11:00 a.m. – 12:00 p.m.

## How to Establish the Plot for Your Cross-Examination Story

- How we get great quickly
- Asymmetrical cross: our stories told our way
- Redefining a series of events to favor our side

12:00 – 12:45 p.m. LUNCH (on your own)

12:45 – 1:15 p.m.

## How to Draft the Chapters of Your Cross-Examination Story

- Working backwards from our goals
- Single task concentration

1:15 – 2:15 p.m.

## High-Impact Impeachments

- Pattern impeachment chapters
- Using Rule 608 to show lies
- Impeachment by an inconsistent statement
- Impeachment by an omission
- Impeachment by behavior that is inconsistent with allegations
- Value based cross-examination
- Things not done

2:15 – 2:30 p.m. QUESTIONS & ANSWERS

2:30 – 2:45 p.m. BREAK

2:45 – 3:15 p.m.

## How to Prepare the Pages of Your Cross-Examination Chapters

- What we learn from nuclear reactor controls
- How the page layout gives us control
- Customizing your page format
- Instant impeachment through showing the source of a fact

3:15 – 3:45 p.m.

## Three Techniques to Control the Witness

- Leading questions: Depriving the witness of time
- How short questions shrink the field of evasion
- Grouping facts to tell our stories and aid juror understanding

3:45 – 4:30 p.m.

## How to Control the Evasive Witness and Techniques That Punish the Evasion

- Responses that make the evasive witness answer our questions
- Using the evasive answer to our advantage

4:30 – 4:45 p.m. QUESTIONS & ANSWERS

## COURSE INFORMATION

### LIVE IN PERSON

**Friday, April 14, 2023**  
**Minnesota CLE Conference Center**  
600 Nicollet Mall, Suite 370  
Third Floor City Center, Minneapolis

### ONLINE REPLAY

**Wednesday, May 10, 2023**  
**View online at [www.minncle.org](http://www.minncle.org)**  
A moderator will be available to answer questions by email.

### COURSE MATERIALS

**In-Person Attendees:** Course materials will be provided to in-person attendees in hard copy. In-person attendees also will have electronic access to the course materials via their Minnesota CLE website accounts.

**Online Replay Attendees:** Online replay attendees will have electronic access to the course materials via their Minnesota CLE website accounts.

### SCHOLARSHIPS AVAILABLE

Minnesota CLE maintains a scholarship program for those with a financial need. Please contact Grant at [gdavies@minncle.org](mailto:gdavies@minncle.org) or **651-254-2103** for further details or to obtain an application.

### CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **6.5 standard CLE credits**. The maximum number of total credits attendees may report for this seminar is 6.5.

Minnesota CLE also is applying to the Minnesota State Bar Association for **6.5 civil trial specialist credits** and **6.5 criminal law specialist credits**.

### ACCOMMODATION

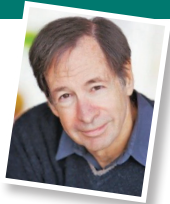
If you have a disability and need an accommodation in order to attend this seminar, please contact Minnesota CLE as soon as possible at **800-759-8840** or [customerservice@minncle.org](mailto:customerservice@minncle.org).

### CANCELLATION POLICY / NO-SHOW POLICY

Paid registrants who cancel before the seminar will receive a refund upon request. Paid registrants who do not cancel and are unable to attend will retain access to the seminar materials through their Minnesota CLE website accounts.

Register today at [www.minncle.org](http://www.minncle.org)

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### TUITION:

\$295 MSBA member

\$295 paralegal

\$345 standard rate

### SEASON PASSHOLDERS:

- **Super Passholders** may attend the in-person seminar or the online replay at no charge.
- **In-Person Passholders** may attend the in-person seminar at no charge or the online replay for 50% off.
- **Online Passholders** may attend the in-person seminar for 50% off or the online replay at no charge.

### NEW LAWYER DISCOUNT!

New lawyers who have been admitted to the bar fewer than 3 years receive a 50% discount.

### SCHOLARSHIPS AVAILABLE

Minnesota CLE maintains a scholarship program for those individuals with a financial need. To obtain a scholarship application, contact Grant at [gdavies@minncle.org](mailto:gdavies@minncle.org) or 651-254-2103.

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### QUESTIONS?

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[customerservice@minncle.org](mailto:customerservice@minncle.org)  
**800-759-8840**