

# POZNER ON CROSS

## ADVANCED TECHNIQUES USING THE CHAPTER METHOD

Larry Pozner's Advanced Cross-Examination using the Chapter Method is an amazing course for all litigators. Larry has presented his Cross-Examination seminars more than 400 times throughout the U.S. and Canada.

He will go through all the important facets of Cross to help you: dominate, train witnesses, shape juror's perceptions, put facts in the best context, derail an opposition, and ultimately win cases.

You will learn the power of leading questions and how to use them, control witnesses, one fact at a time, and use and create goal-oriented questioning sequences that block escape. All this, and much, much more! At the end of the day, you will have the confidence to confront complexities head on.

## PROGRAM AGENDA

### 9:00-10:30 AM

- I. PRINCIPLES OF ADVANCED CROSS-EXAMINATION
  - Why cross is more helpful than direct
  - Building our cases around the cross
  - Making our theory dominate our opponent's theory
  - Creating witness anxiety to compel honesty

### II. THE ONLY 3 RULES OF CROSS

- A. USING THE POWER OF LEADING QUESTIONS
  - Forming questions to achieve control
  - Training witnesses to say yes
  - Keeping the cross about our best facts
  - Allowing jurors to see our points

- B. CONTROLLING WITNESSES ONE FACT AT A TIME
  - Shaping juror's perceptions of the facts
  - Putting facts into persuasive order
  - Painting pictures that channel deliberations
  - The science of sentence construction

### 10:30-10:45 AM NETWORKING BREAK

### 10:45-11:00 AM QUESTIONS / DISCUSSION

### 11:00 AM-12:00 PM

### C. LOGIC AND STORY TELLING

- Creating memorable narratives
- Focusing the jury on our theory
- Using logic to drive our desired inferences

### 12:00-1:00 PM LUNCH

### 1:00-1:45 PM

### III. THE CHAPTER METHOD OF CROSS-EXAMINATION

- Breaking cases into understandable parts
- Putting facts into our best context
- Recognizing events valuable for cross-examination
- How the Chapter Method details the opponent's presentation

### 1:45-2:30 PM

### IV. PAGE PREPARATION OF CROSS-EXAMINATION

- Scripting our cross by chapter
- Keying in exhibits and foundations
- Preparation for instant impeachment

### 2:30-2:45 PM NETWORKING BREAK

### 2:45-3:00 PM QUESTIONS / DISCUSSION

### 3:00-3:45 PM

### V. USING DEMONSTRATIVE AIDS IN CROSS

- Timelines that tell our story
- Making documents interesting
- The magic of Velcro

### 3:45-4:30 PM

### VI. CONTROLLING THE RUNAWAY WITNESS

- 20 methods of controlling the combative witness
- Psychological principles that establish witness control
- Punishing the non-responsive answer
- Taking advantage of the too-talkative witness

### 4:30 PM ADJOURN



## MEET LARRY POZNER

Larry Pozner is a nationally recognized trial lawyer, lecturer, and author. His book Cross Examination: Science and Techniques (Lexis, coauthored with Roger Dodd) first published in 1993, is now in its 3rd edition and continues to be America's bestselling book on cross. Critics have described it in words such as "long", and "in English." Larry's second book Deposition as Trial or maybe "Snowboarding at the age when one shouldn't." One or the other. Larry began his career in the Colorado Public defender system and later formed a firm devoted to criminal defense and both plaintiff and defense sides of complex commercial litigation. Larry's national large and small companies, law firms, and corporate Denver Broncos franchise in trials including the law suit challenging Pat Bowlen's purchase of the team. Larry is a Past-president of the National Association of Criminal Defense Lawyers. He is listed in Best lawyers in America for Bet-the-Company litigation, and in criminal defense, both White Collar and Non-White Collar crimes.

Larry has lectured in 48 states<sup>1</sup>, throughout Canada, and strangely, Brazil. As a teacher at the University of Denver College of Law he was voted Best Professor. But that may have been due to his "nobody flunks" policy.

<sup>1</sup> Since you asked: Delaware and one of the Dakotas.

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## THE CHAPTER METHOD

### GAME CHANGING CROSS-EXAMINATION TACTICS

# REGISTRATION

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- 1 ONLINE AT [HCCLA.ORG/CHAPTERMETHOD](http://HCCLA.ORG/CHAPTERMETHOD)
- 2 MAIL THIS FORM & PAYMENT TO:  
HCCLA / PO BOX 924523 / HOUSTON TX 77292
- 3 FAX TO 713.869.5051

## CONTACT INFORMATION

NAME	
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<input type="checkbox"/> CHECK PAYABLE TO HCCLA	<input type="checkbox"/> CREDIT CARD
CREDIT CARD NUMBER	
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SIGNATURE	

Learn how to master the Science of Cross Examination

Use the Power of Leading Questions & Form the Right Questions  
Control Witnesses & Shape Jurors' Perceptions

Successfully Create & Use Goal-Oriented Question Sequences

Master the Chapter Method to Maximize Each Part of the Case

... and much, much more!

JOIN US @ 9AM  
**SOUTH TEXAS COLLEGE OF LAW**  
1303 San Jacinto / Houston 77002  
**6.0 CLE HOURS**  
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**6 CLE  
HOURS**

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### PAYMENT FEE \$250

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CREDIT CARD NUMBER

EXPIRATION DATE

CVV

NAME ON CARD

SIGNATURE