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Eric Oliver has a national trial consulting practice with over 40 years' experience working with and training trial attorneys. He has been integral to the successful resolution of thousands of cases and has helped produce several first-of-their-kind outcomes. You'll find his clients in the nation's top firms and the most dynamic solo practices.

Eric's specialty lies in how persuasion and perception of facts affect legal decision making. When attorneys begin giving equal effort to *presenting* a well-developed case story effectively, decision makers (both in and out of the jury box) usually end up leaning their way. And given the fact that 95% of civil cases never reach a jury trial, Eric makes certain that his attorney clients are still prepared with compelling stories and persuasive skills to successfully influence judges at the bench, mediators, arbitrators, and other attorneys.

An expert in verbal, non-verbal, implicit, and visual communication, Eric emphasizes building case story presentation plans that integrate well-crafted themes, metaphors and visual presentations with witness and attorney performance.

In addition to being recognized for his unique approach to Voir Dire, aligning with the potential juror instead of challenging their character and fairness—a method for attorney conducted Voir Dire that renowned consultant David Ball says, “no one else has ever thought of”—Eric also offers equally unique approaches to focus groups, voir dire rehearsal and the design and use of demonstrative visuals.

Eric is the author of four books on legal advocacy, including, *Persuasive Communication; 25 years of Teaching Lawyers* (2009) and *Facts Can't Speak for Themselves: Reveal the Stories that Give Facts their Meaning* (2005); and the revised *Facts Still Can't Speak for Themselves* (2015).

Eric is based in Chicago, IL, frequently traveling nationwide to consult with clients, conduct focus groups and assist at trials.