



## ADR STRATEGIES

### JOAN B. KESSLER, JD, PHD



You are receiving this communication as a result of your interest in alternative dispute resolution.

Recently, I had the opportunity to hear a panel at a bar association meeting discuss mistakes made at trials. The key points were: misjudging case value, misjudging plaintiff and defense witnesses' credibility to a jury, and misjudging jurors' reactions to the case, generally. As a former jury researcher, consultant, and experienced litigator, I am able to use my expertise to:

- Assess issues to help counsel in reassessing the case's value and risk.
- Evaluate how plaintiff and defense witnesses' credibility might be perceived by a jury.
- Use my prior jury behavior and litigation experience to help settle the case and avoid the uncertainty of jurors' reaction to a case.

My background in doing jury research, watching many mock juries deliberate, preparing witnesses to present well to a jury and assessing the elements that impact a jury, all assist me in my mediation practice. After receiving my PhD and before I went to law school I taught interpersonal relations, group interaction, conflict resolution, and intercultural communication courses in colleges and at a law school. I apply the communication issues and solutions I taught, my understanding of how some issues affect juries, coupled with 25 years of legal practice experience to my alternative dispute resolution practice.

#### THINK ABOUT THIS PRIOR TO YOUR NEXT MEDIATION/ARBITRATION

Please contact me to discuss your next mediation. You may call me on my direct line: (310) 552-9800 or e-mail me on my personal e-mail: [jkessler@adrservices.org](mailto:jkessler@adrservices.org).

To schedule a mediation or arbitration please call my case manager Eve Thorstens at (310) 201-0010 at ADR Services, Inc. If the date you desire is not available please call me on my direct dial number (310) 552-9800 and **WE WILL MAKE IT HAPPEN.**

Please visit my website: [www.joanbkessler.com](http://www.joanbkessler.com)

To change your address or remove your name from my list call me at (310) 552-9800 or just send me an email to [jkessler@adrservices.org](mailto:jkessler@adrservices.org).

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