

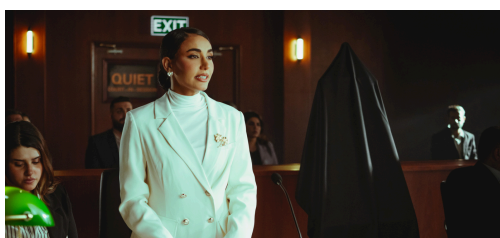
## February is for Focus Groups

### The Why of Focus Groups

February 6, 2026



This month, we're highlighting the power of focus groups in high-value legal cases. Attorneys use focus groups to gain insight into how jurors perceive the facts, the parties involved, and the story being presented. When done effectively, focus groups reveal potential strengths—and vulnerabilities—that might not have been immediately apparent.



Focus groups act like controlled experiments. They allow attorneys to test theories, evaluate how different approaches resonate with jurors, and refine strategies for presenting complex evidence, such as safety policies, mechanical liability, or hours-of-service regulations. By observing reactions to key elements, attorneys can better understand which arguments are clear, compelling, or confusing to a real jury.

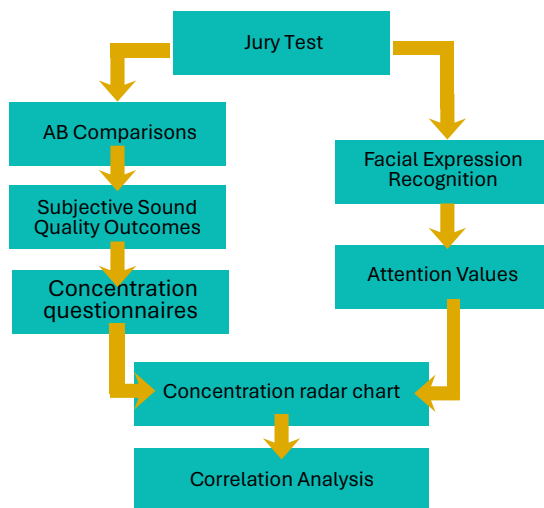
Ultimately, focus groups give legal teams a strategic advantage. They help identify which narratives persuade, which may cause confusion, and which elements require adjustment. With this insight, attorneys can approach trial preparation with greater confidence and reduce surprises during case presentation.

## Why Focus Groups Matter

These core benefits highlight why attorneys integrate focus groups into high-value cases, providing insights that inform strategy, reveal potential challenges, and strengthen the overall presentation.

### #1 Testing Theories

Focus groups act as experiments for your case. Identify the key elements that form the foundation of your argument, then test variables to see how jurors react. This process helps determine the most effective way to present complex evidence so it resonates with everyday jurors.



### #2 Posing Questions

Critical questions guide how attorneys present material:

- How can the liability theory be made intuitive for jurors?
- Who will jurors initially assign blame to based on the facts?
- What's the best method to present technical evidence, like logbooks or ECM data, and how do jurors respond?
- Which evidence has the greatest impact on juror decisions?

### #3 Tailoring Strategy

After the focus group, attorneys can see which narratives persuade, which confuse, and which carry risk. Insights from juror reactions guide choices in exhibits, witnesses, and overall presentation strategy, ensuring the strongest possible case approach.

Now that we've covered the WHY on implementing focus groups into your high value cases, keep checking back every Friday as we continue to delve into our February is for Focus Groups month. We'll cover other topics such as: Different Methods to Conduct Focus Groups, How to Make Focus Groups Cost-Effective or Highly Sophisticated, and Visual Components for Focus Groups.

*Focus groups reveal strengths and vulnerabilities you may not have noticed.*