# TIMED AGENDA

| START - STOP | TOPIC | LENGTH |
|---|---|---|
| 12:30 – 1:00 | Simplifying Liability | 30 |
| 1:00 – 1:30 | Proving the Right Damages | 30 |
| 1:30 – 2:00 | Q&A | 30 |
| **TOTAL MINUTES**: 60 MIN AND 30 MIN Q&A | | |

**Program Start Time:** 12:30 PM PT
**Program End Time:** 2:00 PM PT

## EDUCATIONAL MATERIALS

Fried, Joe. (2023) *Simple Wins: Stop Trying to Prove the Wrong Things*, What PowerPoint, (41 Slides)

## TRIAL GUIDES COURSE NO. 230830W00

## DESCRIPTION

Many plaintiff lawyers use outdated and flawed constructs that favor the defense, and most don't even know it. The fear of not doing enough drives them to try to prove things that are unnecessary and often difficult to establish—both for liability and damages—and it backfires. A misappreciation for what really needs to be proven causes plaintiff lawyers to play right into the defense's playbook. The good news is that there is an alternative that will greatly improve outcomes both in and out of the courtroom.

Joe Fried is a nationally recognized trial lawyer known for developing innovative strategies and challenging how plaintiff personal injury litigation has been practiced. His popular webinar, *Keeping Trial Short*, has sparked a nationwide movement resulting in better verdicts by using a more intentional and focused approach. Now, Fried shares his most recent innovations to help lawyers recognize when they are overcomplicating their cases—and what to do instead.

In this webinar, Fried will explain how you can avoid needlessly complicating your case and making it harder to prove by not concentrating on medical labels and diagnoses. Instead, Fried will show you how focusing on your client's symptoms and limitations will make it more appealing to the jury—and dramatically more difficult for the defense to attack. Finally, you will learn the most up-to-date tactics on how to identify and implement Fried's revolutionary "light switch" technique to create simple binary choices for the jury.

Don't miss your opportunity to learn this new and surprisingly powerful strategy, which will help you get better results both at trial and mediation.

TRIAL GUIDES

## PRESENTER

## JOE FRIED

- Partner, Fried Rogers Goldberg LLC
- Faculty, Gerry Spence Trial Lawyers College
- Co-Founder, Academy of Truck Accident Attorneys
- Author and Presenter, *Handling Truck Cases*
- Part-time Magistrate Judge, Fulton County, Georgia
- Former Police Officer
- J.D, University of Georgia Law School
- B.A., Oglethorpe University

**Admissions**: Georgia, Florida, New York, Tennessee, and Texas

Joe Fried is regarded as one of the top truck crash lawyers in the country today. His passion for what he does is palpable, and his results speak for themselves. In addition to handling commercial motor vehicle crash cases, Joe is a recognized highway safety advocate and a leader in educating other lawyers on how to maximize results in trucking litigation. He has handled cases in more than 30 States with many record results and has given over 300 presentations to lawyer, judge, and police audiences on trucking and trial-related topics.

At age 19, Joe became one of the youngest police officers in Atlanta, Georgia, working 80-hour weeks while attending undergraduate school. As a police officer, Joe learned a lot about people and how things work in the real world. He investigated hundreds of crashes and crime scenes and spent a lot of time in courtrooms. He learned that justice is not blind, and people are not treated equally in a courtroom. More importantly, he witnessed first-hand the difference a good lawyer can make.

In the fall of 2006, everywhere Joe turned he saw news of another truck crash. While he had no truck crash cases, he felt called to this area (literally at 3:00 one morning). That very day he was retained in his first truck crash case. Other lawyers thought he lost his mind since no one at the time was focusing their practice this narrowly, but Joe believed he could make a difference. He dedicated himself to learning everything there was to learn about trucks, driving trucks, and the trucking industry. When he saw that other lawyers were handling these cases as if they were simply big car crashes, he realized there were errors in that approach and developed innovative approaches based on the things that made trucking cases unique. The successes started coming quickly and news of them spread nationally.

Joe brings to his cases a unique multi-disciplinary education and experience. He has in-depth knowledge of physics, engineering, forensics, dynamics, biomechanics, human factors and accident reconstruction. This gives him a strong edge investigating cases, communicating with law enforcement, working with experts and taking on technical witnesses at trial. Along with his technical knowledge and experience, Joe has a strong background in psychology, psychodrama, story development and telling, neurolinguistics programing and persuasion sciences. This training is invaluable to finding and presenting the compelling story of a case.

**WEBSITES**
http://www.truckaccidents.com/

**LINKEDIN**
https://www.linkedin.com/in/michaelleizerman/

**TRIAL GUIDES**
https://www.trialguides.com/authors/joe-fried/

**ACADEMY OF TRUCK ACCIDENT ATTORNEYS**
https://www.academyoftruckaccidentattorneys.org/

**ACHIEVEMENTS**
- Trucking Trial Lawyer of the Year, AAJ Trucking Litigation Group (2014, 2015)
- Best Georgia Personal Injury Lawyer, Best Lawyers in America (2016)
- Superlawyer since 2007

TRIAL GUIDES