

## TIMED AGENDA

Fundamental 5: The Winning vs. Whining Story Transforming the Client from Victim to Victor	
:00	Introduction: Tell Me a Story
:04	Transforming the Unlikable Client
:17	Stepping Out of the Role of Victim
:25	Making the Connection: The Jury Will Fight for a Fighter
:30	End of Fundamental 5
Fundamental 6: The State Before the Story	
:00	Introduction: "What We've Got Here Is a Failure To Communicate"
:04	Learning to Listen to Your Client and to the Jury
:15	Making the State Change Within Yourself
:20	Moving With Intention
:25	Staging in a Courtroom
:30	End of Fundamental 6
<b>TOTAL MINUTES: 60 MINUTES</b>	

## EDUCATIONAL MATERIALS

Wilson, Jesse. "Fundamental 5 Workbook." (2019 Trial Guides). pp 5

Wilson, Jesse. "Fundamental 6 Workbook." (2019 Trial Guides). pp 7

## Presenters

### Mel Orchard

- *Managing Partner, The Spence Law Firm*
- *Board Certified Trial Attorney (NBTA and ABOTA)*
- *Former Associate, Meyer and Williams, PC*
- *Co-Presenter, Tell the Winning Story Video Series*
- *J.D., University of Wyoming College of Law*
- *B.A., Finance, Washington State University*

**Admissions:** *Wyoming*

*Mel Orchard has been trying cases throughout the United States for over 24 years – the past 14 of which were as one of Gerry Spence’s partners. Mel is also senior faculty at Gerry’s Trial Lawyer’s College (TLC) in Wyoming, is on the Board for TLC and presents legal education seminars throughout the country.*

*During his trial career, he has been a part of record breaking civil jury verdicts in various jurisdictions (Wyoming, Arizona, and Iowa). He also devotes significant time to pro bono work through Lawyers and Advocates for Wyoming, and many local and national charities. Mel lectures and presents to various legal organizations, including Bar Associations, Leadership Organizations and Judicial Ethics to judges.*

*Mel is a Past President of University of Wyoming College of Law student body (1991), Past President of the Wyoming Trial Lawyer’s Association (2000) and a current Governor to the American Association of Justice (2005 to Present). He is also Board Certified as a Trial Attorney by both the National Board of Trial Advocacy and the American Board of Trial Advocates (ABOTA) where he is currently the Wyoming Chapter President.*

*He is the immediate past Chairman for the Wyoming Commission for Judicial Conduct and Ethics where he served as a member for six years after appointment. Mel is “AV” rated by Martindale-Hubbell, and has been selected as a Rocky Mountain “Super Lawyer” for multiple years.*



#### Websites

<https://www.spencelawyers.com/attorneys/mel-c-orchard-iii/>

#### LinkedIn

<https://www.linkedin.com/in/mel-orchard-714833a/>

#### Notable Awards/Honors

- *Board of Governors for AAJ.*
- *Board of Trial Lawyer’s College.*
- *President of ABOTA (Wyoming Chapter)-(American Board of Trial Advocates)*
- *Board of Off Square Theatre Company*
- *Board of JY Football*
- *Board of TedX Jackson Hole*
- *Member, Summit Council*
- *AV rated by Martindale-Hubbell*
- *Super Lawyer, Rocky Mountain*

## JESSE WILSON

- CEO, *Tell the Winning Story and Lessons From The Stage*
- Former Theater Arts and Music Coordinator, Academy for Advanced and Creative Learning
- M.A., Colorado Christian University
- B.F.A., The Juilliard School (Theatre Arts)

*Jesse Wilson is a Juilliard Theater Graduate with over 20 years of working on the stage, TV, and film. In 2015, Jesse created “Tell The Winning Story,” a communication breakthrough company to empower trial lawyers to deliver high-impact presentations, as well as rapidly transform their communication and collaboration skills to effectively prepare clients and witnesses to testify.*

*Jesse was inspired to create “Tell The Winning Story” after co-developing a Theater-Behind-Bars program for inmates.*

*The program helped inmates make powerful changes in their lives. From this experience, The 8 Fundamentals of Breakthrough Communication – the foundational element of “Tell The Winning Story” was born.*

*The true power of a story always comes from inside us, the storyteller...And the path to developing a winning story begins with the trial lawyer owning their own story. “Tell The Winning Story” provides attorneys the difference between telling a “hidden, safe, ‘surface’ story,” and powerfully connecting to a story that goes right to the heart of their audience... wherever that audience happens to be.*

*Jesse’s hands on Communication & Presentation training for trial lawyers is featured in his seminars, law firm retreats, intensives, and small and large group workshops.*



### WEBSITES

<https://www.tellthewinningstory.com/about-jesse/>

### LINKEDIN

<https://www.linkedin.com/in/jessekwilson/>