

TIMED AGENDA

:00	<i>Introduction</i>
:05	<i>The Importance of Marketing</i>
:12	<i>Thinking Jurors Cared About Me</i>
:25	<i>Goals and Achievements Do Not Equal Life</i>
:33	<i>Immediate Reactions and Emotional Energy</i>
:38	<i>Thinking I am in Control</i>
:47	<i>Missing the Underlying Values of a Case</i>
:52	<i>Mistaking Trials for Life or Death Heroic Struggles</i>
1:2	<i>Missing Compassion for Myself</i>
1:15	<i>Realizing I Need Therapy</i>
1:22	<i>Neglecting the Body and Heart</i>
1:28	<i>Conclusion</i>
Total Minutes: 92	

EDUCATIONAL MATERIALS

Friedman, Rick. Handout, "10 Biggest Mistakes in My Career" (2017). pp 15

COURSE No. 170501D13

PRESENTERS



RICK FRIEDMAN

- Partner, Friedman Rubin
- Co-Author, *The Rules of the Road: A Plaintiff Lawyer's Guide to Proving Liability*
- Author, *Rick Friedman on Becoming a Trial Lawyer*
- Author, *Polarizing the Case*
- Author, *The Elements of Trial*
- J.D., Harvard Law School
- B.S., Antioch College

Admissions: Alaska, Washington, California, Nevada and Kentucky

Rick Friedman built his reputation representing regular people and small businesses injured by large corporations and government entities. He has won large verdicts in difficult cases in the fields of personal injury, defamation, insurance bad faith, and business torts.

After graduating from law school, Rick opened a one lawyer law office in Sitka, Alaska. Over time, other lawyers began coming to him, asking for help in overcoming defense tactics that distort the truth. As the firm grew, Rick, with the help of the highly accomplished trial teams at Friedman | Rubin, won verdicts that have made the world safer and more fair for average citizens. Four of these verdicts have been ranked in the top ten verdicts in the United States in the years they were returned.

WEBSITES

<http://friedmanrubin.com/>

LINKEDIN

<https://www.linkedin.com/in/rick-friedman-3944548b>

NOTABLE AWARDS/HONORS

- Past President, 2013-14, Inner Circle of Advocates (Top 100 Plaintiff Trial Lawyers in the United States)
- Trial Lawyer of the Year 2013, Washington State Association for Justice
- AV® Martindale-Hubbell® Peer Review RatedSM