

CASE PRESENTATION 101

THE WEEKLY BLOG FOR THE ARBITRATION ADVOCATE

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This blog is dedicated in the belief that those participating in arbitration empower themselves for success through education. As a 30-year trainer in the arbitration field; the information presented is designed to expand knowledge and skills.

FORMATTING THE FINAL WORD ONE LAST 'STORY' ON TEMPLATES

The conceptual view for the Arbitration Contentions Writer is inherent to their success. It's that ability to take pieces of Evidence and craft and construct them in a convincing tone that secures the end result. As we finish up our look into Templates for Contentions; let's identify a few things whether you endorse their use or not and in striving to never take away the importance of the Writers theoretical obligation. One) Be aware of Templates that are too short. Narratives that are very brief often suggest that the storyline has not been fully developed. Has the issue in the case been divulged to the Arbitrator ?

Have the elements tied to the Evidence been advanced and has the Turning Point been clearly enunciated ? To point ... to be able to do this in all of two paragraphs probably leaves your Contentions short. Two) Details add to the story and combined with actionable word choice engage the Arbitrator. Not only does it enhance the recounting of what happened; it can elevate the Arbiters Rolling Hypothesis based on 'your' tentative theory. Three) Minimize the Spelling and Grammar mistakes. Would you misspeak at a 'live' hearing and if you did wouldn't you immediately correct it. Also, this can

create what is known as a 'plot gap'. This is where a Writer is thinking of what they want to present but fail to write it down. Solution ? Read your Contentions back to yourself aloud. This alerts you to those gaps and also grammatical errors (such as naming the wrong party). Four) Tone ! Make use of persuasive language to convey to the Arbiter the sincerity of your argument. Attempt to do this once/twice in your Contentions. Show some 'emotion' for why your Theory is on-point and the Arbitrator should accept it. Templates have their place but ALWAYS keep the well told 'story' at the forefront -

Case Presentation 101 is produced by Claims Resource Services; one of the nations top arbitration and subrogation services firms. The writer Kevin Pike can be reached at kpike@claimsresource.com and has daily tips on arbitration via Twitter: [@Arb2Win](https://twitter.com/Arb2Win)

