

Gene Brown Shares His Three Key Pillars of Successful Defense Trials

As a Featured Guest on the *Verdict Academy Podcast*

In The News | 1 min read

Feb 16, 2026

Hinshaw litigator Eugene (Gene) Brown Jr. recently joined host Kevin Morrison on Altair Law LLP's *Verdict Academy Podcast* to discuss three critical aspects of defense trial work, drawing on his experience from nearly 200 successful jury trials. Here is a summary of Gene's analysis:

1. Overcoming the Challenge of Going Second

- Because the plaintiff's counsel carries the burden of proof and presents first, Gene emphasizes that defense counsel must immediately establish authority:

"The jury has to know and understand from the very first time that they come into the courtroom which lawyer is in charge, because someone is going to be."

2. Mastering Jury Selection Without Relying on Questionnaires

- Gene finds that human connection outweighs written questionnaires in jury selection:

"You have to stand in front of the potential jurors, be yourself, and let them know that you're a human just like they are. [...] You need to establish rapport and [cannot do so] using a questionnaire."

3. Importance of Thorough Trial Preparation

- Lastly, Gene stresses that advanced preparation allows lawyers to show up at their best for the day of trial:

"The three most important parts of getting ready are preparation, preparation, preparation. [...] You've got to be on when you walk through those courtroom doors in the morning, and if you're awake until 2:00 AM

and get up at 6:00, you're not going to be at your best when you're in front of the jury."

Watch the full podcast episode below or on the [Altair Law website](#).

Legendary Trial Attorney Gene Brown Shares His Top Three...



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