

# 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

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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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