

# Pozner on Cross

*Using the Chapter Method® to win!*

*It's not your strong opening argument. It's not your skillful direct. It's not how many of your impassioned objections the judge sustains. It's not your confident demeanor. It's not even how you tie your theory of the case together with a dazzling closing statement bow.*

## What wins your trial is your cross.

Cross-examination is the single most important element of a trial well-conducted. When you learn to do it right, Larry Pozner says, you accomplish four critical goals: (1) you amp up the witness's voice to relate each fact of your story to the jury; (2) you break that story down into clear, veridical "chapters"—factual building blocks that trigger and channel jury cognitions; (3) you construct logical, semantic links between your opening and closing—links necessary for the jury to resonate with your theory of the case; and (4) you use witness emotion—like anxiety—to reconstruct fading memories, compel honesty, eliminate distortions, close down paths to irrational outcomes, and empower your jury to reach a clear decision.

Pozner shares signature techniques well-grounded in current thinking about the neuroscience of decision, memory, and emotion. He trains you on three tactical rules of cross-examination that have made his bestselling book, *Cross-Examination: Science and Techniques* (3rd ed., LexisNexis), a wildly popular guide for courtroom lawyers. He explains how leading questions can moderate witness behavior on the stand; how simple sentence construction, fact-ordering, and the paintbrush of mental imagery can make a witness malleable; and how simple, logic-based facts can build memorable narrative, channel judge and jury cognition, and drive the engine of inference to your advantage.

Pozner calls his technique "The Chapter Method of Cross-Examination." Learn it just once, and you can use it with spectacular results for the rest of your career. This entertaining, in-person, hands-on training offers you sample "chapters" and powerful sample scripts that you can tailor to your own facts. Let Pozner teach you how to derail your opponent and impeach the key witness—even the most evasive, memory-challenged or talkative one—in just a matter of minutes.

## Instructor

Larry Pozner is a nationally recognized trial lawyer, lecturer, and author out of Denver, CO. Larry's lectures are built around the newest tools for understanding how to motivate jurors to award us the verdict we seek, the advanced techniques of cross that can immediately result in an advantage in trial, and how we can all become quicker at crafting the cross-examinations that win cases.

Larry began his career in the Colorado Public Defender system. He later formed a criminal defense firm, and a subsequent firm handling both plaintiff and defense sides of document-intensive civil matters for businesses large and small, but if we are being blunt, mostly large. For many years Larry defended the Denver Broncos franchise in trials including the lawsuit challenging Pat Bowlen's purchase of the team. Larry won, which is why he could remain in Colorado. Larry is a past-President of the National Association of Criminal Defense Lawyers. He is listed in *Best Lawyers in America* for Bet-the-Company litigation, and in Criminal Defense, both White Collar and Non-White Collar crimes. He has lectured in 48 states, throughout Canada, and strangely, Brazil. As a teacher at the University of Denver College of Law he was voted Best Professor. But that may have been due to his "nobody flunks" policy.



**Subscribe to the MCLE OnlinePass®**  
for instant access to this program and  
everything else MCLE offers online.  
Learn more at [www.mcle.org](http://www.mcle.org)

## Dates & Locations

Register at [www.mcle.org](http://www.mcle.org)

### BOSTON

Friday, November 4, 2022  
9:30 am–4:30 pm  
Program Number: 2230071P01

### LIVE WEBCAST

Friday, November 4, 2022  
9:30 am–4:30 pm  
Program Number: 2230071WBC

### REBROADCAST

Monday, November 21, 2022  
9:30 am–4:30 pm  
Program Number: 2230071RBC

### REBROADCAST

Tuesday, November 29, 2022  
9:30 am–4:30 pm  
Program Number: 2230071RB1

## Tuition *(includes written materials)*

- \$295
- \$265.50 MCLE Sponsor Members
- \$147.50 New Lawyers admitted to law practice within 5 years, Pending Admittees, Law Students, and Paralegals
- **FREE** for MCLE OnlinePass Subscribers

To apply for a need-based scholarship, email [scholarships@mcle.org](mailto:scholarships@mcle.org).

## Materials

The materials for this program are available online only and can be downloaded via the link emailed to you upon registration.

Also, there is no need to take extensive notes. Two weeks after the live webcast, all registrants receive a link to a verbatim transcript of this program.

## CLE Credits

Earn up to 6 CLE credits

## About MCLE

Massachusetts Continuing Legal Education, Inc. (MCLE | New England™) has been the Massachusetts legal community's premier provider of hands-on programs, practical reference materials, and online resources for over 50 years.

MCLE is a self-supporting, independent, not-for-profit educational institution. We depend solely upon sponsor membership dues, program registration fees, publications sales, online subscriptions, and charitable contributions to finance our instructional activities and to sustain growth and innovation in our programs, publications, and online products and services.

## Board of Trustees

Eric P. Hayes,  
*President*

Brendan T. St. Amant,  
*First Vice President*

Michael P. Sams,  
*Second Vice President*

Katherine A. Hesse,  
*Treasurer*

Kendi E. Ozmon,  
*Secretary*

Heidi S. Alexander

Christa A. Arcos

Kendra L. Berardi

Joshua M. Bowman

Gabriel Cheong

Robert P. Cooper

Kara M. DelTufo

Prasant D. Desai

Hon. Alexander  
Mitchell-Munevar

Peter M. Moldave

Terrence L. Parker

C. Max Perlman

Rebecca G. Pontikes

Ingrid C. Schroffner

Sunila Thomas-George

Richard C. Van Nostrand

Joseph P.J. Vrubel

Richard S. Milstein,  
*Founding Director*

John M. (Jack) Reilly,  
*Executive Director*

# Policies and Information

## Register early!

For course agendas, hours, fees, and discounts, please refer to the respective seminar pages. The fee includes program instruction and all electronic written materials unless otherwise noted.

To gain early access to online materials, please register in advance of the program.

Upon registration, MCLE will email a confirmation.

Day-of-the-program registrations are welcome, with the exception of limited enrollment programs, or as otherwise noted.

We accept cash, checks, MasterCard, Visa, American Express, and Discover.

## Need special assistance?

If you are a person with a disability or special needs, please let us know in advance so that we can make your experience as convenient and comfortable as possible. Call Customer Service at 800-966-6253 to make arrangements.

For your convenience, MCLE also offers closed captioning  and verbatim transcripts of all recorded webcast programs, available to you online two weeks after the original program date.

## Mandatory CLE credits

Individual attorneys are responsible for checking with their particular state CLE accreditation authority about whether and how much credit will be granted. Although MCLE does not pursue state-based credit, MCLE programs are regularly approved in many jurisdictions. It is the responsibility of the individual attorney to submit the information and certifications required under the respective state rule to the appropriate authorities in the jurisdictions in which they seek credit.

## Help MCLE grow new educational opportunities, become a Sponsor Member!

Sponsor Members receive:

- **Public recognition** on our website;
- Significant savings on a subscription to MCLE's OnlinePass®;
- **10% discount** on all programs, books, and mp3 recordings;
- Weekly **email updates** and **advance notice** of sales and new product releases; and
- The **highest level of service** offered by your own Sponsor Account Specialist.

MCLE Sponsorship runs for 12 months beginning September 1.

Depending on the jurisdiction, lawyers can satisfy their mandatory CLE requirements online with MCLE's webcasts, which feature periodic attendance prompts, electronic written materials, and the opportunity to receive a certificate of attendance.

## If your plans change

If you're unable to participate in a program on the date for which you registered, you will receive an email about how to access the program on demand via webcast and/or downloadable mp3 file, including the written materials in electronic form, in full satisfaction of the tuition paid. If you prefer a refund, let us know by the end of the business day prior to the program and we'll refund your tuition after deducting a \$35 processing fee. Note that limited enrollment programs are an exception, cancellation of which require two weeks notice and are subject to a \$75 processing fee.

## New lawyer discounts—always the lowest price

For the first five years of practice, MCLE offers new lawyers a 50% discount on all of its products, including programs, books, mp3 recordings, and the MCLE OnlinePass®. If you were admitted to the bar within the last five years, take advantage of the new lawyer prices listed throughout this catalog.

## Attorney scholarships

No lawyer should be precluded from participating in CLE due to financial barriers. Request a partial tuition scholarship in confidence by emailing [scholarships@mcle.org](mailto:scholarships@mcle.org) at least two weeks in advance of the program.

The fee for firm, corporate law department, or agency membership is calculated based on the number of Massachusetts admittees within the organization. Benefits of membership extend to all lawyers and non-lawyer professionals associated with the organization.

- Solo Practitioners . . . . . \$95
- Firms by number of Massachusetts attorneys:
  - 2-5 . . . . \$ 150
  - 6-10 . . . . 250
  - 11-25 . . . . 500
  - 26-75 . . . 1,000
  - 76-150 . . . \$2,500
  - 151-250 . . . 3,500
  - 251+ . . . . . 4,500

# Order Form Fall/Winter | Sept 2022–Feb 2023

REFERENCE # 23-020

## Choose from 5 easy ways to order!

- ▶ **ONLINE** enter your credit card order at [www.mcle.org](http://www.mcle.org).
- ▶ **MAIL** this order form with payment to MCLE, Inc., Ten Winter Place, Boston, MA 02108-4751.
- ▶ **FAX** your credit card order 24 hours a day to 617-482-9498.
- ▶ **CALL IN** your credit card order to (800) 966-6253, Monday – Friday, 8:30 am–5:00 pm
- ▶ **WALK UP** on the day of the program or **DROP IN** to MCLE's bookstore, Monday – Friday, 8:30 am–5:00 pm

### 1 CUSTOMER INFORMATION

Year Admitted to MA Bar \_\_\_\_\_ Title (if any) \_\_\_\_\_ BBO # \_\_\_\_\_

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Firm/Agency \_\_\_\_\_

Street Address \_\_\_\_\_ Suite/Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Order confirmation? Enter your email address: \_\_\_\_\_

### 2 ORDER DETAILS

**Not an MCLE Sponsor Member?** Become one today and receive the MCLE Sponsor Member discounted prices on this order! ..... (see fee chart on previous page) .....

PROGRAMS	Product No.	Title	Automatic book update	Cost
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
<b>PROGRAMS SUBTOTAL .....</b>				\$ _____

BOOKS (For eBook options, visit <a href="http://www.mcle.org">www.mcle.org</a> )	Product No.	Title	Automatic book update	Cost
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
	_____	_____	Opt-out <input type="checkbox"/>	\$ _____
<b>Shipping &amp; handling</b>				\$ 8.50
<b>BOOKS SUBTOTAL .....</b>				\$ _____

### 3 PAYMENT METHOD

**GRAND TOTAL**

Check payable to MCLE enclosed   
    
    
    

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_ CVC \_\_\_\_\_

Cardholder's name \_\_\_\_\_ Cardholder's signature \_\_\_\_\_