

GENESIS[®]

GENESIS® | 2025 CLIENT FORUM

GAINING THE EDGE

A Berkshire Hathaway Company



Gaining the Edge by Accepting Responsibility at Trial

Presented by Cayce Lynch, National Managing Partner, Tyson & Mendes

April 2025





**GAINING THE EDGE BY
ACCEPTING
RESPONSIBILITY AT
TRIAL**

April 2, 2025



Cayce Lynch
National Managing Partner
Tyson & Mendes



Sample Plaintiff's Closing Argument



Jury Sends Message

Local Woman Wins
2.9 Million Over
Burning-Hot Coffee

Shirley Burks

STAFF WRITER

...g a message to the restaurant
...a jury Wednesday awarded \$2.9
...damages to an Albuquerque
...verely burned by McDonald's
...971.
...ard to Stella Liebeck, now 67



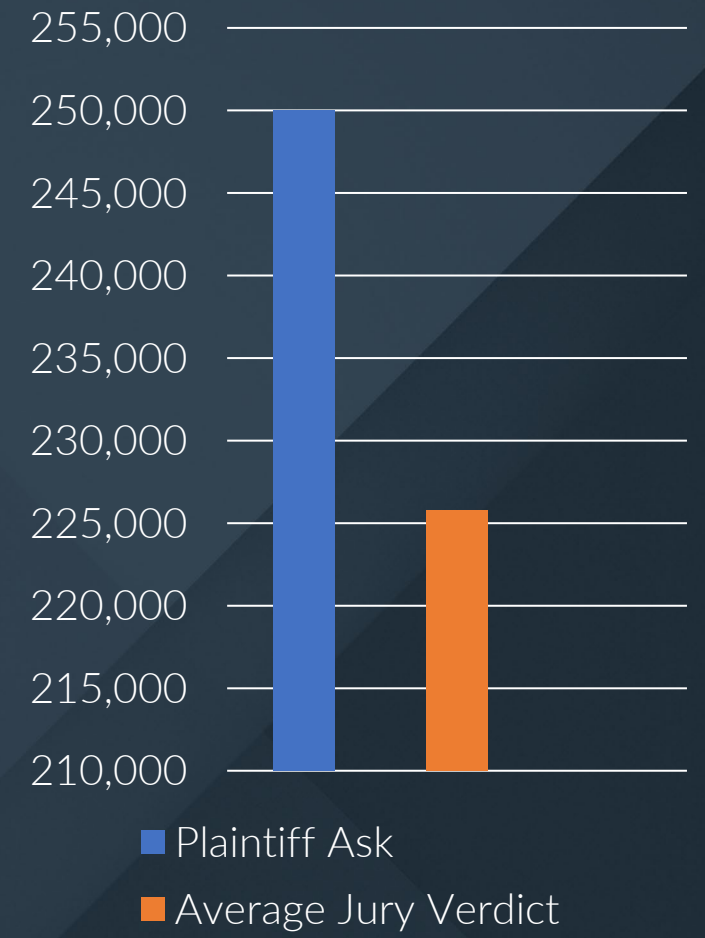
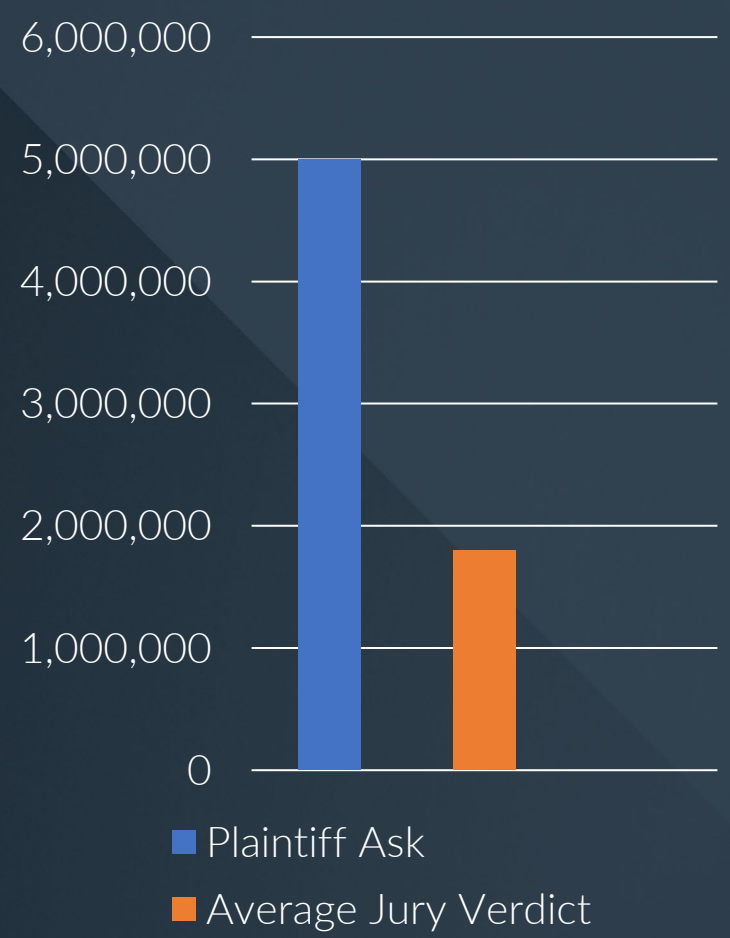




\$21 BILLION

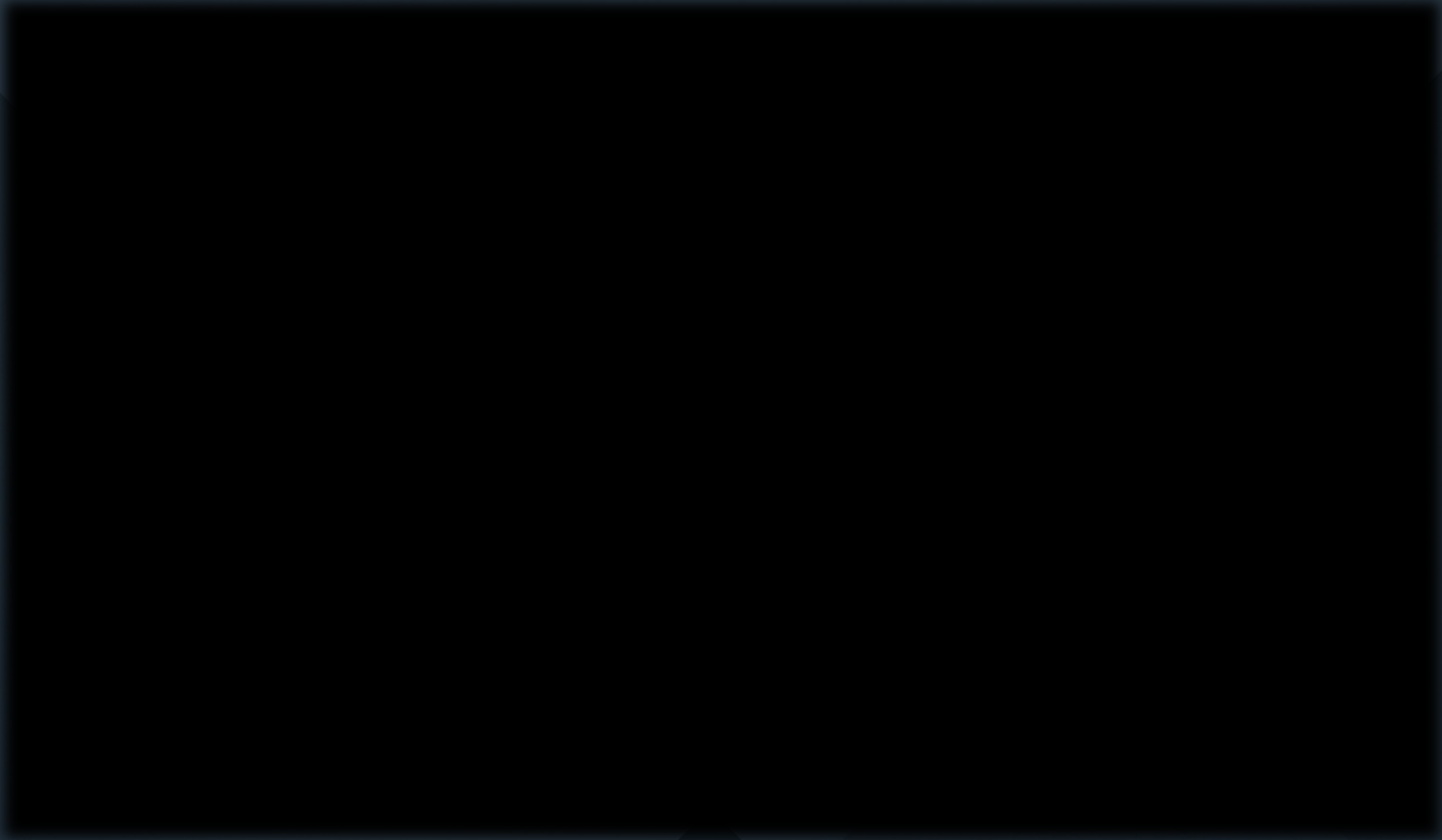




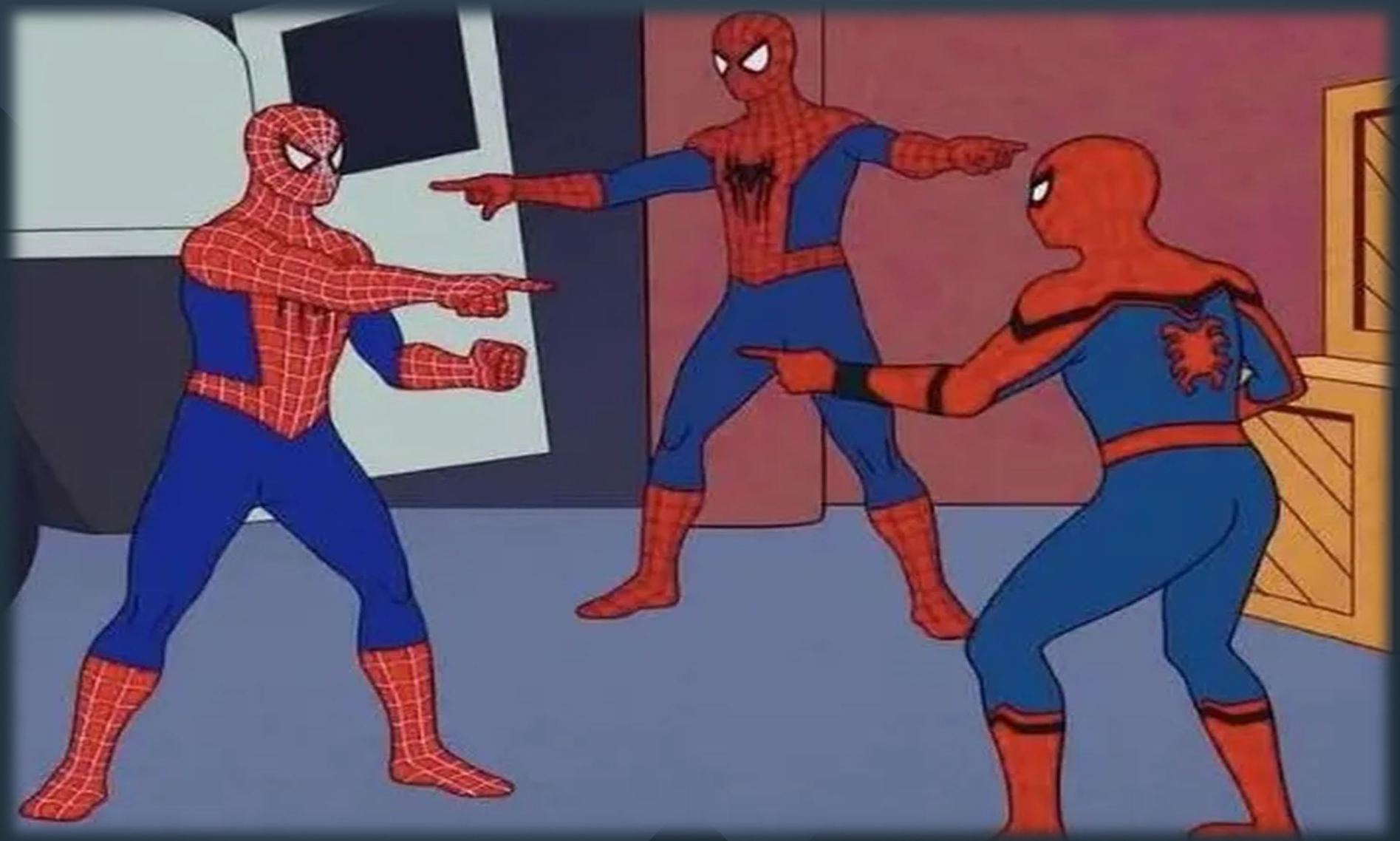


Source: Campbell, J., Chao, B., Robertson, C., & Yokum, D. (2016). Countering the Plaintiff's Anchor: Jury Simulations to Evaluate Damages Arguments.





Jason Headley Short Films, 2014





Accept Responsibility for Something

Responsibility \neq Fault







Full Liability



Partial Liability



No Liability



Full Liability



Partial Liability



No Liability



Full Liability



Partial Liability



No Liability



Full Liability



Partial Liability



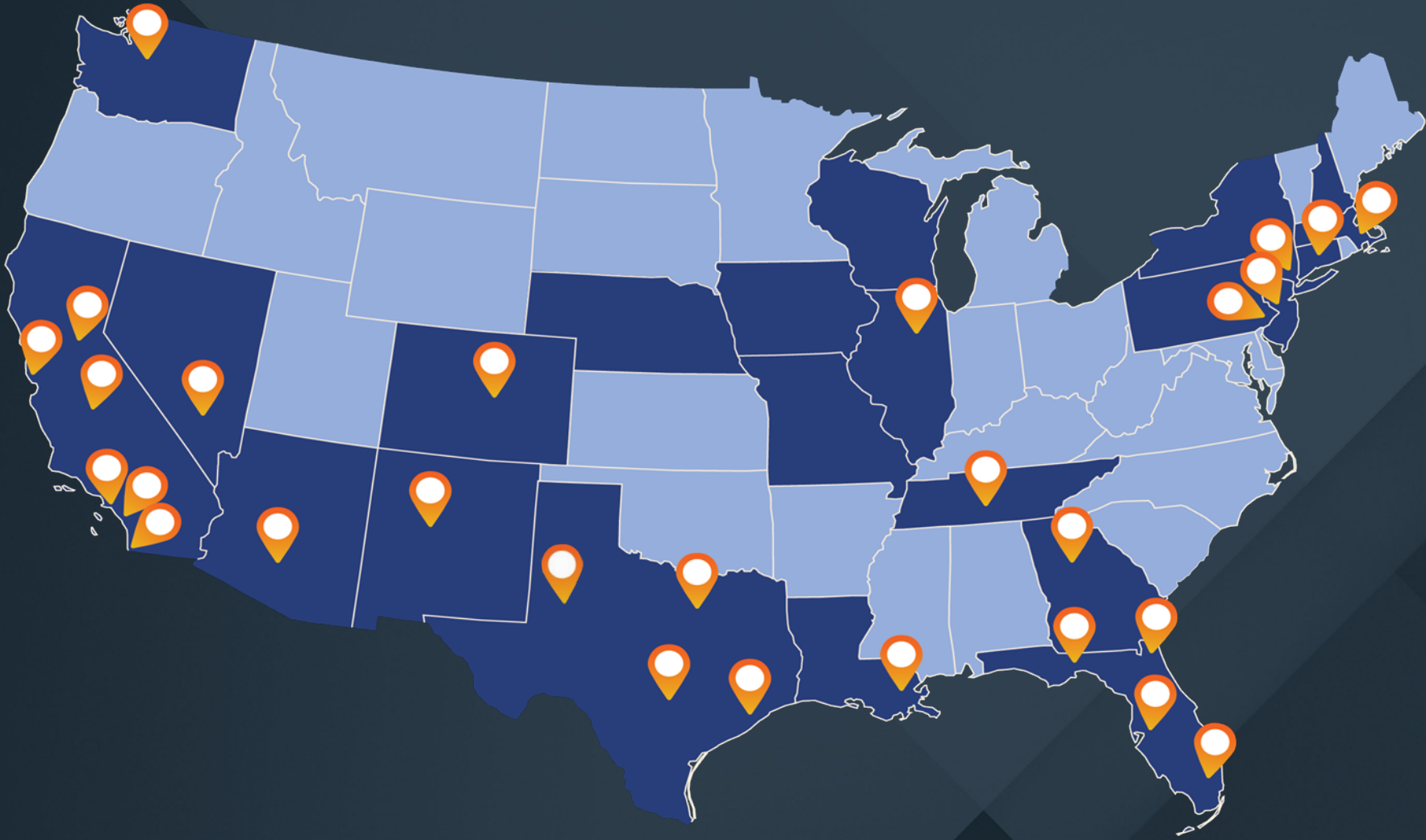
No Liability





Group Discussion





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