

## Multigenerational Juries: Trial Strategy Tips for Navigating Differences Without Underestimating Shared Motivators

### Communicating, Connecting With, and Presenting Evidence to Baby Boomers, Gen X, Millennials, and Gen Z

Webinar

08.12.2025 | 1:00-2:30 PM EDT

Event Sponsor: Strafford

This CLE webinar will offer guidance to litigators about issues to be considered when dealing with multigenerational juries, focusing on baby boomers, Generation X, millennials, and Generation Z. The panel will review what to know when selecting jurors from these different generations, offer insights into how they may interact in deliberations, discuss how these jurors perceive witnesses and evidence, and offer practical recommendations for increasing the likelihood of getting the result counsel wants.

#### Description

When picking an ideal jury or keeping not so ideal jurors off a panel, litigators want to take into account how potential jurors collect and process information, their life experiences, and their values. Today's jury pool spans several generations and counsel can benefit from understanding generational differences as well as how jurors from different generations interact with each other. These conclusions will influence how evidence is presented and inform witness preparation for the greatest impact.

Counsel for both plaintiff and defense can also benefit from understanding that shared juror attitudes span and are frequently more important than generational differences about key issues: the justice system, large corporations, the trustworthiness of science or institutions, or the role of juries in the justice system. While generational differences are real and should inform trial strategy, blaming contrary verdicts or damages awards on this or that generational attitude is over-simplistic.

Listen as the panel of experienced authorities offers ways to overcome the challenges of multigenerational juries and how to best leverage their advantages.

#### Outline

- Generational classifications
- Generational differences in key areas
- Generational agreement in key areas
- Strategies for navigating and leveraging generational differences or consensus

- Trial themes
- Jury selection
- Presentation of evidence
- Witnesses
- Particular biases
- Technology and trial graphics
- Opening and closing arguments

## Benefits

The panel will review these and other key issues:

- What are the different "generations" that make up the jury pool and in what proportion?
- What do millennial lawyers need to understand about older members of the jury pool, and vice versa?
- How can attorneys create an emotional connection between jurors and their cases?

## Speakers

- Jonathan Clark, Partner, Sheppard Mullin
- Kelly Graves, Director of Attorney Advancement, Cahill Gordon & Reindel
- Dr. Emily McDonald, Ph.D., Litigation Consultant, Bloom Strategic Consulting

[Click here to register.](#)

## Attorneys

Jonathan E. Clark

## Practice Areas

Litigation