

### **Course 7, Module 5, Lesson 3: Storytelling in Conflict Situations**

**Delve into the intricate art of crafting narratives for the most challenging legal battles with 'Building The Case,' a specialized guide for lawyers handling death penalty and capital cases. This Book series pioneered by Leigh E. Johnson, merges traditional storytelling with legal strategy, offering a step-by-step approach to using the Story Spine method. Through this framework, attorneys learn how to structure compelling narratives that resonate with juries, turning complex legal facts into gripping, persuasive stories. Essential for any legal professional in the field, this guide equips you with the tools to transform trial outcomes and advocate effectively in high-stakes environments.**

**Joshua Karton:**

**Also by Leigh Johnson: *Building the Case* is a unique and insightful book that explores the art of storytelling and persuasion—particularly for lawyers, trial consultants, and professional communicators. It uses the story spine framework to help readers build compelling narratives that resonate deeply and drive action. This book combines storytelling, strategy, and success.**