

### Humanizing The Wizard of Oz

*Changing A Judge And Jury's Perception Of The Corporate Defendant By  
Revealing Its Inner-self That Is Behind The Curtain*

1. Know the public perception of your company and save the data.  
Do not underestimate its potential importance.
2. Make counsel aware of the data early, and, counsel, reach out for it.
3. Start building the story even before suit if you have notice.
4. Don't let a 30(b)(6) witness kill the story.
5. Work the story throughout discovery and trial.

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