Advocate to Win
WHEN YOU LEARN TO ADVOCATE WITH THE TOOLS OF A TRIAL ATTORNEY, YOU WILL ASK FOR WHAT YOU WANT AND GET IT.
CREATE CREDIBLE CONNECTIONS WITH CURIOSITY AND COMPASSION
A standard anterior left-sided approach incision was made. Platysma was incised in line with the skin incision. The plane between the sternocleidomastoid and the strap muscles, and the trachea and the carotid sheath was developed down to the anterior aspect of the spine. A curved hemostat was placed in the cervical disk level. A lateral fluoroscopic image was taken to identify our levels.

After identifying our levels, the soft tissues were stripped off the caudal half of C4, C5, C6 and the cephalad half of C7. The longus colli muscles were elevated bilaterally. Self-retaining retractors were placed.
Win

To receive *something positive* because you have earned it
Jury
They give you what you want.
They give you Wins.

YOUR JURY IS OFTEN YOU.
ADVOCATE

Asking for what you want—
and getting it.
FACTS TELL. STORIES SELL. ADVOCATES WIN.
CREATE
10 Words
Seven times Seven ways
CREDIBILITY
BELIEVE YOU
BELIEVE IN YOU
BELIEVE YOU CAN HELP THEM
Keep Promises + Meet Expectations × Own It = CREDIBILITY
OWNING IT:

AUTHENTICITY

VULNERABILITY

CREDIBILITY

MULTIPLIER
YOU CAN’T PROVE IT UNTIL YOU BELIEVE IT
CONNECTION

(CURIOSITY AND COMPASSION)
TELL ME WHAT YOU WANT ME TO KNOW
TURN ADVERSARIES INTO ADVOCATES
TEXT
LISTEN
833-258-737
0
If you listen well, your jury will tell you how to win.
Advocate to Win

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