

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.**



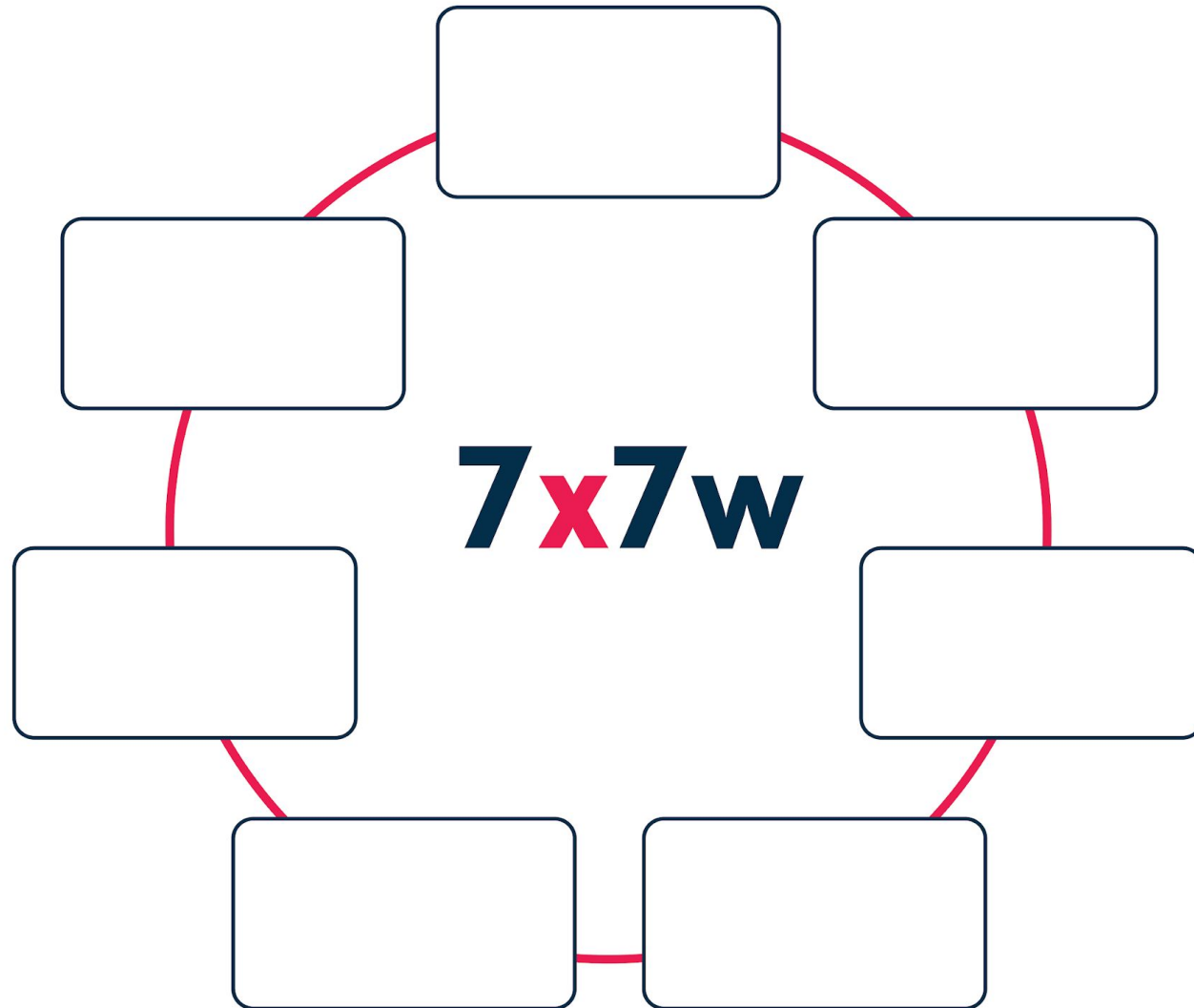
CREA
TE





10 Words





Seven times Seven ways



5C's

Of An Advocate



CREDIBILI
TY



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



Heather@advocatetowin.com