

WHAT WE DO

LITIGATION SUPPORT: Our trial consultants, have a deep and abiding respect for the law and the administration of justice . They view their role as one of helping a trial lawyer and a litigant to do their best job in telling their story and in persuading judges, jurors, and arbitrators. Trial consultants provide services that enhance the effectiveness of a trial lawyer's case presentation in the courtroom. Trial consultants can help identify the strengths and weaknesses of a client's position in an upcoming trial and assist in helping a trial lawyer enhance the effectiveness of his or her trial strategy. They can help key fact and expert witnesses to overcome obstacles they have in telling the truth of their story in the courtroom.

They can help to identify potential jurors who will be inappropriately influenced for or against a party in ways that the potential juror cannot articulate or admit. Depending upon their training, skill, and background they can do a lot to help a trial attorney and his or her client to maximize the effectiveness of their role in a trial. These abilities of a trial consultant are designed to make our trial advocacy system stronger and more effective. Many trial consultants, such as the professional staff in our firm, are governed by one or more sets of professional ethics promulgated by national, state, and local professional societies. The most common services requested of us are:

- Managing discovery, e-discovery, trial exhibits
- Making reliable and creative recommendations for persuading a judge, jury, or arbitration panel in a particular case;
- Conducting a scientific focus group, mock trial, or simulated arbitration panel research;
- Training witnesses to be effective in telling the truth;
- Developing an effective jury selection strategy;
- Creating useful written pre-trial juror questionnaires and evaluating the responses;

E-BUSINESS: Internet technology, once a back-office function, now dictates all business processes within a company. The management of Internet technology is a fast-paced balancing act between the issues facing the business, technology problems and opportunities and the Internet management agenda itself. The complexity of Internet technology and the fast pace of change is creating a journey into the unknown. Organizations need to be confident that the partners they choose have the required technical integration, business process and sector skills to make a real difference for their organization. It is no longer sufficient to work with typical Web implementation partners. You need partners who can integrate the myriad of technologies available in the marketplace and build a solution or portfolio of applications that meet the specific needs of your organization, its supply chain, stakeholders and customers. From **design** to **e-commerce** implementation, Cowan Consulting, LC is the solution for you.

INFORMATION TECHNOLOGY: Known as an **IT training** leader, Cowan Consulting, LC is committed to offering a cutting-edge curriculum, enabling clients to deploy a full range of technologies. Each year, Cowan Consulting, LC delivers instruction worldwide, offering businesses and individuals a plethora of training choices. Medium and large size businesses choose Cowan Consulting, LC's **network solutions** in order to lower the network's total cost of ownership, maximize the return on investment, provide seamless services enterprise-wide, enable applications, enhance their performance to better control network resources, speed up project implementation and to minimize risk & complexity.

BUSINESS DEVELOPMENT: Strategic business development helps a company to maximize its market value within the context of its industry and the societies in which it operates. Organizations become fit and agile across their business by working with us to understand their operation from strategic orientation to implementation. Businesses need the ability to anticipate and react to change in a balanced and cohesive way across the whole organization. This seems to be a simple approach - but making it happen is another matter. This goal is at the heart of what we call **business engineering** and **reengineering**.

HOW WE DO IT

The Cowan Consulting, LC management approach is to implement a single point of consultant responsibility for each client. Consultants are managed in accordance with their success in working with assigned clients to meet your performance expectations.

Assignments are rarely adjusted so that critical working relationships can be established. The more your consultant understands you and your needs, the better able the consultant will be in leveraging our resources on your behalf.

Our hourly rates are competitive and many projects are performed on a fixed-price basis determined in advance. The primary determinant of the fees paid by clients is the value added by the services rendered.

In sum, we have the people, vision, consultants, tools and experience that are needed to help maximize performance for the world's leading companies and/or the individual consumer. As one of the world's leading professional services & consulting firms, Cowan Consulting, LC is uniquely positioned to help our clients and our people excel. We have the size, strength, and resources to provide quality client service anywhere in the world. Hence, you should contact us now, because Cowan Consulting, LC is ready to serve you.



WHO WE ARE

Cowan Consulting, LC was established in 1996 to provide professional services & consulting to consumers and businesses alike. The firm provides legal, internet, information technology and business development services to clients on a domestic and global basis. Cowan Consulting, LC is devoted to satisfying the needs of its' clients as evidenced by our "*client centric*" focus which blends the role of a consultant and business partner. This allows flexible response times, and creative billing arrangements. Simply put, the Cowan Consulting, LC philosophy is to develop long-term relationships by helping clients embrace the solutions to their problems and/or fully leverage their assets in the marketplace.

Cowan Consulting, LC is also very active in supporting the various industries and communities of its' clients by helping to define public policy. Specifically, we sponsor regional conferences, teach at local universities, publish frequently in the popular press, and have active public speaking schedules. Additionally, our newsletter is distributed quarterly to friends, clients, and interested parties. Cowan Consulting, LC is devoted to keeping our clients (and the public) up-to-date on the constantly evolving nuances of the business world.



STRATEGY

VALUE

COUNSEL

ADVOCACY



PROFESSIONAL SERVICES & CONSULTING

LITIGATION SUPPORT:

TRIAL PREPARATION
DISCOVERY MANAGEMENT

E-BUSINESS

WEB DEVELOPMENT
E-COMMERCE

INFORMATION TECHNOLOGY:

TECHNOLOGY TRAINING
NETWORK ENGINEERING

BUSINESS DEVELOPMENT:

BUSINESS FORMATION
BUSINESS REENGINEERING

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