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## Ken Broda Bahm, PhD



Dr. Ken Broda Bahm is dedicated to improving the effectiveness of legal advocacy by researching fact-finder decision-making, crafting trial themes and messages, strategically selecting jurors, and preparing expert and fact witnesses for clear and credible testimony. Combining practical communication experience, case-specific analysis, and social science research, Ken works with clients in high-value litigation to achieve their best outcomes.

Ken has provided research and strategic advice on several hundred cases across the country since 1993, applying a doctorate in communication emphasizing the areas of legal persuasion and rhetoric. As a tenured Associate Professor of Communication Studies, Dr. Broda-Bahm has taught courses including legal communication, argumentation, rhetoric, persuasion, and research methods. He is a Past President of the American Society of Trial Consultants.

A frequent and enthusiastic traveler, Ken has provided services in nearly all U.S. states, and has trained and consulted in 19 countries around the world. He has worked across litigation types, focusing on products liability, personal injury, professional liability, contracts and commercial disputes. He has also helped develop research, analysis, and strategy for a variety of decision-makers including juries, judges, national and international arbitrators, mediators, and state and local regulatory boards.

A prolific writer, Dr. Broda Bahm was the lead author for the blog *Persuasive Litigator* which is recognized by the ABA Journal's "Blawg Hall of Fame," and has been syndicated in several sources including JD Supra and Lexology. Ken is an author and co-editor of the 2022 book published by ABA Press, *The Online Courtroom: Leveraging Remote Technology in Litigation*. The book brings together judges, lawyers, consultants and court technologists to codify the lessons learned from the efforts of courts across the country to incorporate more remote technology during the 2020-2022 pandemic, and to highlight the trends in remote legal advocacy that are likely to persist.

Ken is also a dynamic and experienced speaker who regularly presents CLEs and addresses legal association and in-house audiences. His presentations range from foundational legal advocacy skills to cutting edge topics on advocacy and litigation trends.

Ken earned a BA and MA from Western Washington University and a Ph.D. from Southern Illinois University. As a researcher with substantial long-term experience in both the academic as well as the legal worlds, Ken enjoys training and advising at those critical intersections where the necessities of law, practical communication, and human psychology overlap.



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