Mediate. Preserve the Power.

As a veteran of countless mediations and settlement conferences during his 27 years of trial practice in federal and state courts across the country, Roman Lifson knows what works—and what doesn’t—in achieving settlement. Having prepared, mediated and tried many cases on behalf of both plaintiffs and defendants, he has rare insight into the dynamics of each side and the opportunities to reach meaningful compromise. His mediation work is guided by these principles:

Each case and its parties are unique. The mediation should be too. Roman uses strategies best suited to the case and the parties to advance discussion and make progress, adapting the process as it develops.

Help lawyers help their clients. By choosing mediation, clients choose to preserve the power over their cases. Roman empowers the lawyers to work closely with their clients to harness that power and resolve disputes consistent with their needs and standards.

There is no substitute for preparation. To energize parties to reach a resolution that works for them, Roman collaborates with the lawyers before mediation day to understand the case and the parties’ needs and concerns.

Rapport is essential. Clients need to trust their attorneys, and clients and attorneys need to trust their mediator.

Common ground is the foundation for settlement. Having represented corporate executives, injured people, grieving families, insurance professionals, and numerous decision-makers on both sides of countless cases, Roman quickly finds common ground with all involved.

A mediator is a catalyst, not a messenger. A mediator delivers value by identifying opportunities, creatively guiding the discussions, and sharing views when appropriate and helpful.

Perseverance. When the day (or evening) ends, the mediation is not done if the case is not settled. Tireless follow-up can bridge the remaining gap.

For more information, contact Roman Lifson rlifson@cblaw.com 804.697.4164 909 East Main Street, Suite 1200 Richmond, Virginia 23219

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