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LIGHTFOOT ATTORNEYS EXPLORE GREAT GATSBY ARCHETYPE IN WHITE-COLLAR TRIALS FOR LAW360

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In the latest installment of their ***Law360* column** on storytelling in white-collar defense, Lightfoot, Franklin & White LLC attorneys **Jackson R. Sharman III** and **Mary Parrish McCracken** draw on *The Great Gatsby* to explore the power of ally witnesses in trial strategy.

Published in honor of the novel's 100th anniversary, the **article applies the "Gatsby effect,"** a storytelling device in which the audience understands a complex protagonist through the eyes of a secondary character, to white-collar trials. Sharman and McCracken argue that a reluctant but credible witness can shape a jury's perception of the defendant

They outline five principles for helping defense witnesses embody the archetype of the ally:

- Balancing outsider credibility with insider access
- Maintaining a "Midwestern" air of trustworthiness
- Embracing the tension between distance and loyalty
- Remaining memorable without overshadowing the defendant
- Validating the defendant's conduct through quiet endorsement

"If the defendant cannot tell their own story, then the ally-witness needs to do it for them," they write.

View the article here.

Sharman is a partner and leads Lightfoot's White-Collar Criminal Defense and Corporate Investigations practice. He has more than 30 years of experience representing clients in complex investigations, government enforcement actions and high-stakes trials. Mary Parrish McCracken is an associate in the same group, focusing her practice on white-collar criminal defense, internal investigations, and professional liability matters.