

TRAILBLAZERS

LITIGATION

GREGORY D. CALL

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PIONEER SPIRIT From a young age, Greg Call was interested in being a lawyer. “My parents said I liked to argue a lot.” In law school, he saw that litigation offered him the opportunity to further develop his arguments.

TRAILS BLAZED Call’s interest in litigation lies in taking all the facts of a case and organizing them in a way that works for the client. To help, he co-developed a three-step system called the “Goal, Strategies, and Tactics” model. The GST model enables a partnership with clients to make decisions about what steps to take or not take. The GST model starts with understanding the client’s goals. Then he creates a strategy. For the final step, he identifies tactics to use to implement the strategy. “It not only manages costs but also produces wins.” In one successful matter, Call represented 14 California cities and agencies involved in the Orange County, California, bankruptcy with claims against Merrill Lynch. Thanks to the GST model, his clients received a favorable appellate ruling and eventually settled for \$32.5 million, enabling the cities to recover more than their actual damages. In *Oracle v. PeopleSoft*, which involved an attempted takeover by Oracle, Call used the GST approach to focus on understanding the strongest cause of action and presenting it to the court in order to get a jury trial.

FUTURE EXPLORATIONS There is so much more information involved with electronic discovery, but lawyers still need to know how to boil it down to persuade judges and juries. “We still need to organize that into a succinct set of relevant information. It’s hard to do that with so many documents to consider.”