



courtroomsciences.com



WITNESS EFFECTIVENESS TRAINING

YOUR CASE IS ONLY AS STRONG AS YOUR WEAKEST FACT WITNESS.

Poor deposition testimony can drastically harm settlement values for your client and is the top cause of adverse trial verdicts with high damage awards. Our analysis of thousands of deposition transcripts reveals that 95% of damaging and/or ineffective testimony can be traced to two specific neuro-psychological errors: 1) cognitive processing errors and 2) emotional-survival response errors. Courtroom Sciences, Inc.[®] (CSI) has constructed a sophisticated and tested neuro-psychological training program to help witnesses avoid making these errors, thus protecting your client from increased economic exposure and vulnerability.

Our comprehensive witness effectiveness training program, conducted by Ph.D.-level behavioral experts, is not a one-size-fits-all approach and considers the specific witness, their role and emotional state, plus the circumstances of your case. The training encompasses an evaluation and assessment of the witness, thorough neurocognitive training that prepares witnesses to deliver effective, confident testimony, and live testing to ensure witnesses are fully prepared for deposition or trial.



SPECIALIZED TRAINING PROGRAMS

In addition to deposition and trial testimony training for fact witnesses, the Courtroom Sciences witness effectiveness training program includes specialized training for:



Anti-Reptile – CSI pioneered the premier witness effectiveness training program to defeat Reptile plaintiff attorney attacks.



Healthcare Professionals – CSI has the most advanced healthcare witness training system in the nation, training hundreds of nurses, physicians, and healthcare professionals annually.



Truck Drivers – An easy target for Reptile attacks, our Transportation specific witness training has helped even the most inexperienced truck drivers be fully prepared.



Safety Directors – These vulnerable witnesses often stumble when testifying due to the breadth of questions asked; our training prepares them to confidently respond to even the most challenging questions.



Corporate Representatives – We evaluate and train corporate representative candidates and 30(b)(6) witnesses, ensuring their testimony performance is well-received.



Expert Witnesses – Expert witnesses have the potential to be perceived as scripted or smug while testifying. CSI trains expert witnesses on the nuances of remaining faithful to their opinions without appearing to be unreasonable, agitated, or condescending.



Foreign-Born Witnesses – CSI has extensive experience training witnesses whose native language is not English, who might have a heavy accent, or who are unfamiliar and frightened by the prospect of testifying in the U.S. legal system.

ANTI-REPTILE TRAINING

Reptile attorneys prey upon the natural psychological tendencies of witnesses and jurors. Their manipulative tactics compromise witnesses and their exploitation of communications principles seduces juries. Ultimately this psychological warfare forces inflated settlements and can completely change the trajectory of your case. Traditional witness training does not adequately prepare witnesses to sidestep the manipulative questioning about safety, danger, or responsibility. The CSI team's doctoral-level training in cognitive and behavioral science has led to the development of the leading Anti-Reptile instruction available. CSI's Anti-Reptile program enhances our mock trial and witness effectiveness training services during discovery and guides our recommendations for *voir dire*, opening statements, and witness preparation leading up to trial.

◆ DEPOSITION TESTIMONY

If witnesses are not specifically trained to deal with Reptile questions and tactics, the odds of them delivering damaging testimony is high. We leverage our expertise in neurocognitive science, communication science, personality theory, learning theory, and emotional control to conduct a sophisticated cognitive schema reconstruction process which, upon completion, makes the witness immune to Reptile attacks.

◆ VOIR DIRE

Reptile attorneys use *voir dire* to seed keywords and theories with prospective jurors to make their case themes more familiar and believable during trial. CSI's doctoral-level team collaborates with defense counsel to develop *voir dire* to identify biased jurors, but also strategically re- primes jurors with the defense terms, language, and definitions that will make the jury more receptive to the defendant's opening statements.

◆ OPENING STATEMENTS

Reptile attorneys attempt to lure opposing counsel into responding to plaintiff's themes and dubious claims – an action which reinforces the plaintiff's position. Courtroom Sciences' neuropsychology experts help by developing opening statements that change the cognitive lens through which jurors view the case. This lens can drastically affect how jurors perceive information as a case progresses, so one must choose this lens very carefully.

◆ TRIAL TESTIMONY

Witnesses are easily ensnared in a "gotcha moment" that ignites their emotions or coaxes them into a contradiction in front of an impressionable jury. Courtroom Sciences has deconstructed how Reptile attorneys conduct safety rule attacks and emotional attacks to gain leverage in the courtroom. This insight, coupled with our advanced cognitive training in the areas of attention, concentration, focus, and information processing, helps witnesses to thwart these attacks and protect their integrity in the eyes of jurors.

CORPORATE REPRESENTATIVE TRAINING

Your client's selection of a Corporate Representative is critically important due to the high expectations for their testimony at deposition or trial. Courtroom Sciences has developed a Bootcamp program to evaluate and assess potential Corporate Representatives, as well as a Refresher program for current Corporate Representatives. The CSI Corporate Representative Training Bootcamp includes cognitive and emotional training plus personalized training for each individual in the program. Through the Bootcamp, your client can assess and evaluate specific Corporate Representative candidates – before they are designated – to ensure they are fully prepared for their role.

ENSURE YOUR WITNESSES DON'T COMPROMISE YOUR CASE.

Witness performance, particularly at deposition, is the preeminent determinant of damage amounts in civil case. Our clients realize that the temperament of witnesses often trumps their actual testimony. Jurors trust the testimony of witnesses who remain polite, patient, and engaged. Conversely, jurors scan for inconsistencies in the testimony of witnesses who become combative, anxious, or dismissive, since these are behaviors associated with dishonesty in everyday life. The behavioral training experts at Courtroom Sciences, Inc. are well-versed in the nuances of nonverbal communication that regulate the ultimate perceptions of a witness by jurors. Pairing effective, neurocognitive training with preparation by a seasoned attorney, leads to superior litigation outcomes.

CONTACT CSI TODAY FOR HELP WITH YOUR WITNESS TRAINING

**CRITICAL COMMUNICATIONS
LITIGATION PSYCHOLOGY**



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