
A JURY CONSULTANT'S LESSONS FOR IMPROVING LITIGATION SKILLS

The jury is often referred to as “a black box,” highlighting the vast unknown associated with it. Reliable feedback can be difficult to obtain. Many attorneys do not talk to the jury after their verdict and even those who do have difficulty knowing if the jurors are being totally forthcoming, or if they are simply trying to say what they think the attorney wants to hear. As a consequence, many attorneys are left guessing which aspects of his or her strategy were effective and which were ineffective.

This presentation draws on the presenter’s experience conducting and analyzing hundreds of mock trials, shadow juries, and post-trial interviews (with actual jurors) across the nation on a wide spectrum of civil and criminal matters, and highlights four key areas of improvement for plaintiff and defense attorneys.

AGENDA

- I. Common Beliefs Jurors Bring to Trial
- II. Keys to Effective Strategy Development
- III. Understanding the Emergence of Millennials
- IV. Enhancing Witnesses Performance
- V. De-Selecting the Jury

ABOUT THE PRESENTER

Thomas O’Toole, Ph.D., is President and Consultant at Sound Jury Consulting. He has practiced across the nation for over fifteen years in nearly every litigation type. He has consulted on matters as small as low exposure medical malpractice and as large as “bet-the company” MDL class actions and billion dollar environmental claims. His cases have been featured in the New York Times, Wall Street Journal, and Washington Post, and have been the subject of feature films and documentaries. He co-authored the book *Jury Selection Handbook*, published by Carolina Academic Press, and is the host of the popular podcast, *The Sniper Defense*. He received his Ph.D. in litigation psychology and communication at the University of Kansas. Learn more about Sound Jury Consulting at www.soundjuryconsulting.com.

