THE MONGOOSE METHOD:
Tactical Training
IN LITIGATION DEFENSE

DR. BILL KANASKY, JR.
COURTROOM SCIENCES, INC

DATE
WEDNESDAY, OCTOBER 5

TIME
8:00 AM - 3:00 PM

LOCATION
NATIONWIDE HOTEL & CONFERENCE CENTER COLUMBUS

PRICE
MEMBERS: $499
NON-MEMBERS: $999

Trial lawyers have been beating up on trucking companies in accident litigation using a strategy known as "reptile theory". The goal of this legal strategy is to manipulate the jurors' fears and emotional responses. This ultimately ends in multi-million-dollar "nuclear" verdicts against trucking companies. Insurance companies respond by increasing rates causing smaller companies to close and larger companies to assume greater risk. To deter this tactic, the "mongoose method" was created as an appropriate defense. The purpose of the mongoose method is to educate employees and the business community on how to avoid traps and steer the argument away from emotion and back to the facts of the incident.

To properly educate, OTA is hosting a Mongoose Method Training Program on Wednesday, October 5 from 8:00am - 3:00pm at Nationwide Hotel & Conference Center in Columbus. This educational event, led by nationally recognized expert, Dr. Bill Kanasky, Jr., Senior Vice President of Litigation Psychology for Courtroom Sciences, Inc. will cover nuclear verdicts, the pre-litigation phase, the reptile theory, and the discovery phase at this all-day training.

This training is for company owners and leadership teams, legal and HR professionals, safety and risk managers and anyone who has a vested interest in how safety operations affect the profitability of a business in the trucking industry.

About the Trainer:
Dr. Bill Kanasky, Jr. is Senior Vice President of Litigation Psychology for Courtroom Sciences, Inc. and a nationally recognized expert, author, and speaker in the areas of advanced witness training and jury psychology in civil litigation. He consults on more than 200 cases annually in the areas of defendant witness training, jury decision-making research, and jury selection strategy. His empirically based consulting methods are specially designed to defeat plaintiff "Reptile" strategies, which have resulted in billions of dollars of damage awards across the nation. He earned his B.A. in Psychology from the University of North Carolina at Chapel Hill, and his Ph.D. in Clinical and Health Psychology from the University of Florida.