



# MANAGEMENT & MEMBERSHIP FORUM



**PART 2**

**NOVEMBER 8 - 9, 2022**

**SOUTHERN HOTEL | COVINGTON, LA**

## FEATURING:

### REPTILE THEORY & THE MONGOOSE METHOD - PART 2

LITIGATION TRAINING THROUGH COURTROOM SCIENCES PRESENTED BY DR. KANASKY

## AGENDA

### TUESDAY, NOVEMBER 8

- Training: Day 1  
(MONGOOSE METHOD PT. 1 RECAP)
  - Nuclear verdicts
  - Pre-litigation phase
  - The Reptile Theory
  - The neuroscience behind defeating the Reptile
- Evening Cocktail Social

### WEDNESDAY, NOVEMBER 9

- Training: Day 2 Discovery phase
  - Pre-deposition training
  - Mock deposition with class
  - Review of exercise
- Membership Meeting  
(MEETINGS ARE SUBJECT TO CHANGE)
  - Board of Directors Meeting

## OVERVIEW

**THE PROBLEM:** Trucking companies today face an existential threat from abusive lawsuits. Trial lawyers have weaponized the courts. Their target is business, and their tactic has a hypnotic effect on jurors. Trial attorneys have abandoned justice in favor of a guaranteed pay day from insured businesses. Small accidents reap settlements far out of proportion to actual damages. Meanwhile, the specter of a truly catastrophic loss – loss of life or limb – haunts us. Will it be the next nuclear verdict?

**THE SOLUTION:** The solution is straightforward: education, proactivity, and aggressiveness. In this program, Dr. Bill Kanasky, shares the secrets behind the causes of nuclear verdicts and nuclear settlements and what trucking and transportation companies can do to protect themselves from these nuclear outcomes. Dr. Kanasky will teach attendees about The Reptile Theory including what it is, how it works, why it has been so successful, and how to beat it. In the final part of the training, Dr. Kanasky will lead the group through an intensive training on preparing for deposition testimony and facilitate a mock deposition with actual witnesses to demonstrate how he trains witnesses for a real deposition.

This is the second part of our Mongoose Method litigation training, returning and new students are welcomed! For those who attended our first training, this is the companion workshop with mock jury sessions. Dr. Kanasky will be presenting a review of part one those who missed our spring workshop or just need a refresher!

## FEES

MEMBER REGISTRATION: \$190.00  
NON-MEMBER REGISTRATION: \$290.00

## SPONSORSHIPS

TUESDAY'S BREAKFAST: \$500.00  
WEDNESDAY'S BREAKFAST: \$500.00

FORUM LUNCH: \$1,000.00  
COCKTAIL RECEPTION: \$1,500.00

## PRESENTED BY



## REGISTRATION

Register today on our Management & Membership Forum website - <https://rebrand.ly/MMF> or by scanning the QR code to the right.

Please note that payment is due at registration.

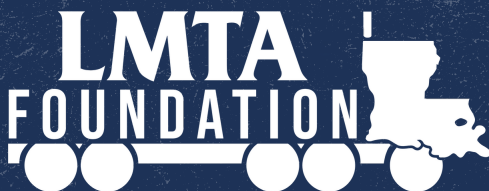


# PART 2



## REPTILE THEORY AND THE MONGOOSE METHOD

*TRAINING FROM COURTROOM SCIENCES, INC*



**TRUCKING & BUSINESS  
LITIGATION TRAINING**

NOVEMBER 8 - 9, 2022

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## WHAT IS REPTILE THEORY?

The Reptile Theory focuses on safety and security issues to subtly encourage jurors to envision themselves in the same situation as a plaintiff.

The strategy based in neuroscience, engaging the most primal part of a juror's mind to provoke the feeling that if a defendant's actions are allowed to continue, then the community and even the jury itself may be in danger.



## THE PROBLEM

Trucking companies today face an existential threat from abusive lawsuits. Trial lawyers have weaponized the courts. Their target is business and their tactic has a hypnotic effect on jurors. Trial attorneys have abandoned justice in favor of a guaranteed pay day from insured businesses. Small accidents reap settlements far out of proportion to actual damages. Meanwhile, the specter of a truly catastrophic loss – loss of life or limb – haunts us. Will it be the next nuclear verdict?

Predictably, insurance companies respond with ever-higher rates. We've reached the point where some of our smaller carriers simply can't afford it. Larger carriers are forced to assume greater risk. Accidents do happen, even in an industry spending more than \$10 billion annually on safety. But risk management is a meaningless phrase in the face of a justice system so distorted, it no longer delivers justice. A favorite tool of the trade for trial lawyers is the so-called "Reptile Theory." It manipulates jurors' instinctive and emotional responses. They've honed the technique to a fine art, and they've got a dramatic success record. Success for them is a defeat for real justice.



# THE SOLUTION

## INTRODUCING: THE MONGOOSE METHOD

It takes a fierce and agile creature to defend against a deadly reptile.

The Mongoose Method is conceived to restore balance to our justice system. The goal is to beef up the arsenal of our defense bar; train our members to proactively recognize and avoid traps; educate employees and the greater business community that depend so heavily on our services. Among other things, Mongoose Method will sharpen awareness to Reptile Theory tactics in depositions and trials. It will make us less vulnerable during litigation and allow us to go on the offensive. Information is power. The plaintiff's bar has made themselves even more successful by sharing resources. They produce practical seminars, strategic coaching, and share and teach demonstrated techniques to damage defense witnesses. Always striving for the biggest award possible, they provide direct consultation on cases with large judgment potential.

We will balance the scales of justice by teaching the Mongoose Method.



## THE MONGOOSE METHOD IS PROACTIVE & MISSION DRIVEN

**Give defense  
attorneys tools to  
defeat the Reptile.**

**Educate trucking  
companies on legal  
trends and traps**

**Provide direct case  
consultation to  
change outcomes**

**Rebalance the  
scales of justice**





A Mongoose defeats a cobra because a mongoose isn't afraid to attack the cobra and uses its immunity to snake venom to protect itself.

This is how nature balances the scales.

**LET'S LEARN FROM NATURE.**

## **MONGOOSE METHOD PROGRAM INSTRUCTORS**

**DR. BILL KANASKY**  
Courtroom Sciences



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.