



# MANAGEMENT & MEMBERSHIP FORUM

PART 2



**NOVEMBER 8 - 9, 2022**

SOUTHERN HOTEL | COVINGTON, LA

## FEATURING:

### REPTILE THEORY & THE MONGOOSE METHOD

LITIGATION TRAINING THROUGH COURTROOM SCIENCES PRESENTED BY DR. KANASKY

## AGENDA

### NUCLEAR VERDICTS

- History
- Causes
  - Problematic witnesses
  - Egregious conduct
  - Punitive jurors
  - Judicial Hellholes
  - Defense attorney conservatism
- Scientific solutions

### PRE-LITIGATION PHASE

- Crisis planning and communication response
- Corporate representative/30(b)(6) witness training

### THE REPTILE THEORY

- Evolution and development of Reptile

### THE NEUROSCIENCE BEHIND DEFEATING

#### THE REPTILE

- Understanding
- Defeating

### DISCOVERY PHASE

- Pre-deposition training - neurocognitive training focused on emotion, behavior, and cognition
- Mock deposition with live witnesses and real-time feedback

## 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.

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