Mock Trial & Focus Group

Layperson perspectives are key to layperson persuasion.

Where we start.

Anais Nin said, *"We don't see things as they are. We see things as we are."* Fresh perspectives on a case must come from those untainted by the Curse of (case-specific) Knowledge. Average citizens can offer invaluable viewpoints formed with a simplicity that only comes from layperson status.

What we do.

Useful mock deliberation is generated through careful presentation planning and experienced facilitation. As they say, "Garbage In. Garbage Out." We have watched thousands of mock jurors deliberate and will provide you with solid recommendations based on innovative research design.

Taping the Presentation

We do taped or live presentations (or even both).

By taping the presentations ahead of time, we remove any potential damage from a flubbed live performance or accidental miscue.

We help with outlining and presentation delivery. Exhibits are flashed on the screen and testimony spliced into the video. It's far more engaging than just a person talking to a camera.

Mirroring the Pool

We know that solid research is dependent on solid participants. As a result, we make sure that you are testing your case in front of people who carefully mirror the jury pool that you will be facing. If a person is unlikely to be juror in your case due to cause, they are screened out.

Confidentiality is paramount. We use professional recruiters and scientific screeners to find our subjects, not Craigslist ads.
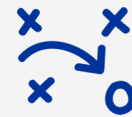
More than Numbers

We design the test.

We perform the test.

We interpret the test.

Consultants will provide critical analysis based on the data that we collect for you.

However, beyond the numbers, we will also utilize our extensive litigation experience to interpret results and deliver innovative recommendations to make your case more persuasive.

How you benefit.

Lawyer minds often think in legal terms. Juror minds often think in colloquial terms. Interestingly, arbitrators and mediators respond to the same simple narratives that jurors do. Winning strategies utilize a hybrid language that is established through careful testing and inventive analysis. Your results will reverberate throughout your case lifecycle... be it negotiation, ADR presentation or trial.

CONVINCE LLC

Persuasion Consulting through Science and Art

Matt McCusker, MA

Convince LLC and LitPredict Founder

Summary

Matt McCusker is an internationally-known Litigation Consultant with extensive plaintiff and defense experience in civil and criminal cases. He is a former President of the American Society of Trial Consultants (ASTC) and has a strong history of success in crafting winning strategies for trial teams, government entities and Fortune 500 corporations.

Matt is also the founder of LitPredict, a revolutionary new method of predicting litigation outcomes via an online testing platform. Cases are quantitatively and qualitatively evaluated independently by 10+ local arbitrators and/or retired judges via a secure online portal. The results encompass amazing strategic advantages.

Matt's Convince LLC skills include: witness preparation, case narrative/strategy, mock trials & focus groups, jury de-selection, and shadow jury testing.

Press

Matt has served as a source for many media outlets, including: *the Wall Street Journal, CNN, the Los Angeles Times, Celebrity Court, NPR's "This American Life with Ira Glass", the Chicago Tribune, the St. Louis Post-Dispatch, California Lawyer Magazine, the Cleveland Plain Dealer and The Jury Expert.* He wrote an ABA top 100 blog called *Deliberations* and has presented at law schools, CLEs, professional organizations and conferences (DRI, NDAA, ABA, etc.).

Groups

American Society of Trial Consultants (ASTC President 2012-13)

American Bar Association

American Psychology-Law Society

American Psychological Association