



Witness Preparation

Deposition or trial. Experienced or not. Every witness needs prep.

Where we start.

Anxiety lies at the heart of some of the worst decisions in history. Increased blood pressure, rapid heart rate, and clouded-thinking ensure tense nonverbal behaviors and scattered oral responses. Be it depo or trial, unprepared witnesses who stand before experienced litigators are left unarmed in the lion's den,

What we do.

Testimony is not a conversation, so witnesses must be taught the skill of answering. We utilize our knowledge of psychology and communication to empower deposition and trial witnesses. Fear imperils decision-making. We use science-based tools to mitigate anxiety so witnesses can deliver at their peak-level of performance.

Pre-Deposition Wit Prep?

Pre-Depo Wit Prep is like having air bags. It can't guarantee you'll avoid a crash, but it exponentially reduces the damage you suffer. **Keep in mind, the cost of this vital protection is very small.**

Would you demand a car without air bags to save a few bucks? Of course not.



Digital Biometric Feedback

We accurately and unobtrusively measure heart rate and oxygen saturation during the process.

Often, witnesses themselves can't tell you when their judgment begins to cloud... but, we can.

By clearly targeting the stress points, we know where to focus to help your witness.



Visual Learning

Decades of psychological research has proven that human beings learn & retain information **far better** when given BOTH auditory & visual stimuli.

Often, attorneys only tell witnesses what to do... **we SHOW them via video capture, sample clips & teaching aids.**



Cognitive Error Mitigation

When stressed, the human brain automatically reverts to quick thinking.

This evolutionary adaptation is great during Flight or Flight, but often leads to terrible decisions during testimony.

We diagnose witnesses' cognitive errors and teach how to curtail them.

How you benefit.

A well-prepared witness navigates dangerous language, stays aware of decision-makers' perceptions and is not easily manipulated by litigator tricks. Your witness will play the role they were cast for and complete your story.

A few hours of professional witness prep is incredibly helpful for EVERY witness.

The benefits of successful testimony for your case are obvious, but the savings from avoided catastrophes are incalculable.