JEFF DOUGHERTY, M.S.
President – Litigation IQ

PROFILE

Jeff Dougherty earned an M.S. degree in Psychology and completed additional post-graduate studies in Jury Research and Jury Psychology at the only program of its kind in the country. Since 2002 Mr. Dougherty has applied his educational training and jury psychology experience to a broad range of civil litigation across the country. His jury consulting experience throughout his career has included designing and conducting mock trials and focus groups; synthesizing jury research findings into winning trial strategies; crafting *voir dire* questions and assisting in jury selection; facilitating shadow juries; and conducting post-trial juror interviews. One of Mr. Dougherty's specialties is helping witnesses prepare for deposition and trial testimony, with a special emphasis on uncovering and resolving the emotional, psychological, and communication barriers to effective testimony.

Mr. Dougherty has presented numerous continuing legal education seminars around the country and has written in the areas of understanding juror decision making, the impact of nonverbal communication on witness effectiveness, improving witness communication in depositions and at trial, storytelling in opening statements, and the impact of ideology on jury decision making. He has also been published on techniques for effectively preparing witnesses to testify in depositions and at trial, avoiding the traps of cross-examination, and on the reasons medical professionals struggle to testify in depositions and at trial. As a trial consultant Mr. Dougherty provides insight into jury behavior and juror expectations to assist trial counsel and clients pursue the most efficacious litigation strategies.

EXPERTISE

Provides litigation consultation including:

• Witness Training	• Trial Strategy	• Jury Selection
• *Voir Dire* Strategy	• Mock Trial	• Group Facilitation
• Shadow Jury	• Juror Questionnaires	• Juror Interviews

- Trains witnesses to testify in depositions and trial. Skilled at understanding person-specific challenges and adapting training to the needs of the individual. Teaches witnesses to manage psychological barriers to effective testimony and adopt new ways of thinking, processing information, and communicating. Works closely with those resistant to change and implements strategies to make change realistic and achievable.

- Designs valid and reliable jury research to explore case strengths and vulnerabilities, provides strategic trial insights for top tier Fortune 500 companies.

- Designs, moderates, and facilitates focus groups to explore juror decision-making and juror thought processes that influence their interpretations of facts in the context of each case.

- Creates and delivers large and small group continuing education training seminars to insurance executives and outside counsel, addresses critical client needs and current litigation trends. Designs organizational development strategies and teaches these in both group and individual format, including seminars and conferences.

- Leads and project manages cases from inception to completion, while collaborating with multiple departments/vendors to ensure proper allocation of resources and on-time delivery of services.

PROFESSIONAL EXPERIENCE

President, Litigation IQ, Frisco, TX	2017
Contractor – Senior Trial Consultant	2015 – 2017
Senior Consultant, Courtroom Sciences, Irving, TX	2012 – 2015
Consultant, Courtroom Sciences, Irving, TX	2009 – 2012
Consultant, Litigation Insights, Overland Park, KS	2002 – 2009

EDUCATION

M.S. – Psychology, California Lutheran University – Thousand Oaks, CA

B.A. – Psychology, California State University – Northridge, CA

CERTIFICATIONS

Litigation Consulting, Towson University – Towson, MD

Spanish Language Studies, BCN Idiomas School of Language – Barcelona, Spain

PRESENTATIONS AND PUBLICATIONS

Dougherty, J. M., (2019). *Teaching Witnesses to Avoid Cross-Examination Traps*. Law 360.

Dougherty, J. M., (2019). *How Medical Professionals Can Tell the Truth in an Upside Down World*. Inside Medical Liability, Second Quarter, 35-37.

Dougherty, J. M., Otterberg, A.A. & Simpson, R.A. (2016). *Your Case Evaluation – Would the Jury Agree? (Mock Trial).* Speaker. Annual Professional Risk Symposium – Professional Liability Underwriting Society, Chicago, IL.

Dougherty, J. M. (2015). *Confronting the Plaintiff's Reptile Revolution: Defusing Reptile Tactics with Advanced Witness Training.* CLE Presentation – Cobb Martinez Woodward, PLLC, Dallas, TX.

Dougherty, J. M. & Malphurs, R. (2015). *Geeks, Eggheads, and Nerds: Training Intellectually Gifted Witnesses with Technical Backgrounds.* CLE Presentation – Hartline Dacus Barger Dreyer & Kern, LLP, Dallas, TX.

Dougherty, J. M. & Malphurs, R. (2015). *Debunking and Redefining the Plaintiff Reptile Theory.* CLE Presentation – Hartline Dacus Barger Dreyer & Kern, LLP, Dallas, TX.

Dougherty, J. M. (2015). *Predicting and Preventing Witness Failure.* National Association of Railroad Trial Counsel 61st Annual Meeting. PA.

Dougherty, J. M. (2015). *Nurse Depositions Gone Bad: Diagnosis and Treatment.* Keynote Speaker. Western Litigation Mountain States Conference, Denver, CO.

Dougherty, J. M. (2015). *Debunking and Redefining the Plaintiff Reptile Theory.* CLE Presentation – Medical Malpractice Update. Detroit, MI.

Dougherty, J. M. (2015). *Predicting and Preventing Witness Failure.* Speaker. CLE Presentation – Dallas Area Paralegal Association, Dallas, TX.

Dougherty, J. M. (2015). *Predicting Witness Failure. Speaker*. Texas Aggie Bar Association Annual Conference, College Station, TX.

Dougherty, J. M. (2015). *Predicting and Preventing Witness Failure*. CLE Presentation – Carrington Coleman, LLP, Dallas, TX.

Dougherty, J. M. (2013). *Lessons Learned from BNSF Mock Trials*. Speaker. BNSF National General Claims Conference, Dallas, TX.

Dougherty, J. M. (2012). *Good Nurse, Poor Deponent: How to Fix This Problem*. Physician Insurer, Fourth Quarter. 27-30.

Dougherty, J. M. (2012). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – City Attorney's Office, Dallas, TX.

Dougherty, J. M. (2011). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – Kane, Russell, Coleman & Logan, PC, Dallas, TX.

Dougherty, J. M. (2011). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – Anderson Tobin, LLP, Dallas, TX.

Dougherty, J. M. (2011). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – Bell Nunnally, LLP, Dallas, TX.

Dougherty, J. M. (2011). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – Scheef & Stone, LLP, Dallas, TX.

Dougherty, J. M. (2011). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – Strasburger & Price, LLP, Dallas, TX.

Dougherty, J. M. (2011). *Witness Effectiveness Training for Deposition and Trial: The Jury Psychology Approach*. CLE Presentation – Lively & Associates, Fort Worth, TX.

Dougherty, J. M. (2009). *Product Liability – What is at the Core of Plaintiff Verdicts*? Presented to Courtroom Sciences Consulting Team, Dallas, TX.

Dougherty, J. M. (2009). *What Are They Thinking? A Look inside the Minds of Jurors Reacting to Your Case*. Litigation Insights Newsletter.

Dougherty, J. M. & Bloomberg, A. (2007). *Mock Trial and Focus Group 101*. Presented at the American Inns of Court, Tulsa, OK.

Dougherty, J. M. (2002). *Father Absence and Juvenile Delinquency*. Master's thesis. California Lutheran University. Thousand Oaks, CA.

Dougherty, J. M. (1993). *The Effects of Low Self-Esteem on Subsequent Performance*. Poster session presented at the annual conference for the Western Psychological Association. Santa Clara University. Santa Clara, CA.